

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXLVII, No. 11 NEW YORK, JUNE 13, 1929

10c. A COPY

Truth about Sweets

THE fad for slimness had gone so far in the United States that thousands of women, young girls, and even adult males, were seriously and, in many cases, permanently injuring their bodies by extreme reducing diets. Sugar and sweets, because of their high calory content and deliciousness, were being made particular objects of attack by the reducing extremists.

Accordingly, the sugar refineries of the United States, as members of The Sugar Institute, engaged Advertising Headquarters to tell the scientific truth about sugar in the diet.

Physicians, nurses, normal instructors, and the public generally are being reminded that dieting for slimness has alarmingly increased the tuberculosis rate among young girls and seriously affected the health of thousands of adults. That the bodies of children and of all other active people positively do need sugar in the diet as the preferred fuel of the body. That sugar and sugar alone can restore tastefulness to cookery by making the vast richness of cereals, fruits and vegetables appetizing and delightful to the taste.

What this country needs is common sense in diet and varied, healthful delicious foods for healthy bodies and enjoyment. Advertising, the great informant, is being used to tell this truth.

N. W. AYER & SON

INCORPORATED

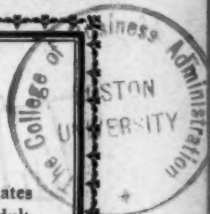
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NEW YORK

BOSTON

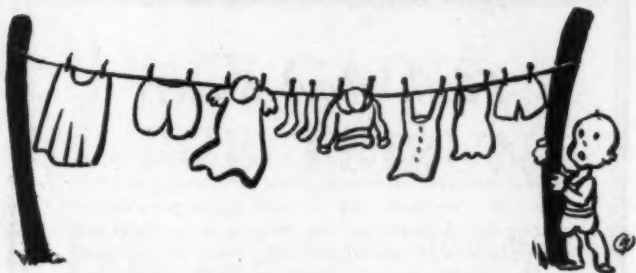
CHICAGO

SAN FRANCISCO



Extra! Extra!

They Have Children
in AGROPOLIS, Too!



NOT news to one who really knows the AGROPOLIS market—but if all advertisers and agency men were actually aware of the importance of the child market in the prosperous rural areas—

Well—Standard Farm Papers would have room for little else but advertising of children's merchandise.

Everything the child requires—safety pins, clothes, cereals, and so on down the list, can be *sold at a profit* through advertising in Standard Farm Papers—15 leadership publications—non-duplicating—locally edited for local interest—a powerful force in modern selling.

*Your sales problem is national—but your dealer's is always local—
The Standard Farm Papers meet both!*

Pacific Rural Press
The Farmer, St. Paul
The American Agriculturist
The Wisconsin Agriculturist
The New Breeder's Gazette

Wallaces' Farmer
Pennsylvania Farmer
Ohio Farmer
The Progressive Farmer
Hoard's Dairyman

The Prairie Farmer
Kansas Farmer
Missouri Ruralist
The Nebraska Farmer
Michigan Farmer

The STANDARD FARM PAPER UNIT

One order—one plate—one bill

WALLACE C. RICHARDSON, General Manager

CHICAGO

NEW YORK

Courtney D. Freeman, Western Manager
307 North Michigan Avenue

Willard R. Downing, Eastern Manager
250 Park Avenue

San Francisco, 1112 Hearst Building

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CXLVII

NEW YORK, JUNE 13, 1929

No. 11

Ladies Invited

Is Copy Becoming Co-Educational?

By Phyllis V. Keyes

Of the Frank Presbrey Company

MOST of us can look back to the time when, with the exception of one devastating "prom week," university campuses (or is it campi?) were entirely lacking in feminine charms and girlish blandishments; when one lone plumber could create quite a furor in any young ladies seminary; way back in the early years of the twentieth century when the advertiser addressed either the masterful male or the delicate female and couched his message accordingly.

The old order changeth, or in the modern phraseology, it's up to the advertiser to watch his step or he's liable to "faw down and go boom." Today the whole world is going co-educational! The demure miss who twenty years ago would have been packed off to a select school for young ladies now joins her brother at a co-educational institution. Shy buds who in the gay nineties would have been bending their curls over embroidery frames today are swinging a wicked racket, paddling their own canoe, striking terror to the hearts of nervous traffic cops, and (don't we hate to admit it?) littering up the place with cigarette butts.

The advertiser who disregards these facts is out to buck a force that is bound to get him in the end. The bars are down. Advertising is going co-educational and certain smart manufacturers are making the most of a new, and in many respects brighter, era.

Take the folk who manufacture razors as a shining example. Ten

years ago, five even, razor copy was addressed solely to men. That was when sister was still in hair ribbons, but now she is a young woman with a mind of her own. One day she watched her father shaving with so little effort in ten short minutes, and soon she was borrowing Dad's razor. Somehow this new "beauty secret" leaked out and one razor manufacturer cashed in on the idea. This bright advertiser presented

IT was only a hunch when it started, but now it's a red hot tip, and the ingenious advertiser is playing it for all it's worth. Meaning, of course, the modern co-educational movement in advertising.

Even advertisers of products that are essentially and gruffly masculine are hanging out "Ladies Invited" signs in their advertising. "Today the whole world is going co-educational," asserts the author and warns advertisers who do not recognize the new state of affairs that they are likely to miss important sales.

sister with a razor all her own, attuned to the "delicate curves of the feminine figure," or words to that effect. For the first time in the history of this most lively art razor copy was written for women.

Typewriters next. Goodness gracious, for years these staid manufacturers contented themselves with talking to "executives" stressing mechanical details, lasting qualities and the splendid work each

machine produced. It seemed as though it would go on indefinitely. Then one alert advertiser just happened to notice that when Sally's boss bought a new typewriter he usually consulted Sally. "Ah," cried this bright manufacturer, "let's advertise to Sally. What's Sally's chief interest?" It took him only a second to get the correct answer: "Five o'clock, of course!" So a five o'clock campaign was planned telling Sally to urge her boss to buy her a Tit-Tat-To typewriter—because this machine would make her work so easy that every night when the five o'clock whistle blew she could be waiting for the elevator. It was a good idea and it worked.

Then you will remember another stunt the typewriter people pulled—that "debutantes in business" series with full page pictures of beautiful "stenogs" explaining to the tired business man just why they preferred the X-It-Out typewriter above all others. Another step in co-educational advertising.

After this, along came the paint fellows with a fat advertising appropriation in their pockets all ready to sit in on the game. "As smart as paint," and we will have to admit that the paint manufacturers knew their stuff. A few years back painting about the house was done either by professionals or by the men of the family. The mere whiff of banana oil was commonly supposed to cause any delicately nurtured lady to call for lavender salts and a glass of water. Paint manufacturers were running workmanly advertisements giving a good deal of valuable information on mixing, durability and gloss.

Then someone woke up to the paint facts of life—not the man of the family, but mother and the girls were the ones who repainted the bookcase the movers had scratched and did over the chairs that might otherwise have been cut up for kindling wood. "Why not make painting into a delightful little game, a feminine pastime?" the crafty manufacturer mused. Result—innumerable full page color advertisements addressed to mother and the girls

explaining how in ten minutes they could turn a stodgy walnut dining room into a batik paradise and have a lot of fun doing it. Did they sell paint? And how!

"Dinner is just ruined, Tom, and the cook's wild!" Dear, dear, what can the matter be? Is this a tirade on the servant problem? Not at all, just exhibit D in co-educational copy.

Why was the dinner burnt to a crisp and the cook kicking up a rumpus? Give three guesses and then ten chances to one you won't even be warm—for 'twas the lack of brass pipes that caused this domestic tragedy.

Here is the whole sorry tale. It seems a young lady had been invited for the week-end. When she went up to dress the first thing she did was to turn on the faucet in the bath. What happened? "A rusty, sluggish stream of water trickled into the tub." Being a persistent young person, she drained it off and tried again—and again. Then the thing got her—she just sat and sat and watched that lazy reddish trickle while the dinner simmered away to nothing on the back of the stove and the cook tore her hair. Quite a dramatic situation? Can't you just see some brilliant copy writer sitting back and admiring his (her?) *tour de force*? "At last the feminine slant on brass pipes!" Did this copy ring the bell? The irrefutable answer seems to be "They buy it!"

Mind-Reader Copy

Even this short review of our modern co-educational movement in advertising would be incomplete without some mention of what for want of a better title let us call "mind-reader" copy—the very latest and most subtle development of the co-educational school. Take any advertisement of the "mind-reader" type. The picture invariably presents a dark-haired woman of the obviously intellectual type (with or without friend husband reading his paper in the background). The caption reads something like this: "I do wish John could read my mind," or "but I can't say this to my husband."

It's What Happens After Your Advertisement Is Printed That Counts

NO advertisement is an advertisement until it becomes an idea in a potential customer's mind. No advertisement in a magazine is worth a cent until a given group of that magazine's readers act upon it. That's why intense reader interest is still the most effective quality a magazine can offer an advertiser. That's why magazines that are *used* as well as read are the best advertising mediums.

IN reader interest and usefulness no magazine published surpasses Christian Herald.

CHRISTIAN HERALD

419 Fourth Avenue, New York

GRAHAM PATTERSON
Vice President

J. PAUL MAYNARD
Advertising Manager

Teasers, of course, and one hurries on quickly to the text only to learn a little regretfully that there is no domestic scandal hanging over the heroine's head—instead, she is all "het up" over a vacuum cleaner or an electrical food preparer and she is concentrating on her husband, hoping against hope that one of her thought waves will take effect and he will present her with one of these labor saving devices on her next birthday.

Almost too tricky, isn't it? And the cunning ones even put in a little note: "Considerate wives will leave this advertisement where their husbands can't miss it." That's getting them coming and going.

Then there is another variation of the same idea: "Dad, I know what you ought to give mother for Christmas." Here is a picture of Young Jimmy getting boyishly enthusiastic over giving mother a new cleaning contraption. You can just see the old, gray-haired mother smiling through her happy tears on Christmas morning.

Let us now consider other industries. Motor car advertising in the last few years has given us the most conspicuous example of the application of the co-educational idea. Certain manufacturers discovered, much to their chagrin, that after they had spent oodles and oodles of good advertising dollars and had finally convinced the "lord and sometimes master" of the consummate superiority of the Step-On-It Motor, the lady of his choice exclaimed: "But, Fred, the new jade Whizzet just matches my Paris ensemble," and the sale went up in smoke. Therefore, the Step-On-It Motors decided to get right into the co-educational field before it was too late.

"The ladies, God bless 'em, are all 'fraid cats," decided the motor manufacturers, patting themselves on the back over their almost super-human penetration, and forthwith, they launched into the now famous back-seat-driver style of copy—saying nothing much about mechanics, but lots and lots about safety and how the brakes worked like magic. Beauty was another

big selling point. Beauty and the brake—a modern tale of wonder! The copy was addressed to the back-seat-driver, but the ingenious artist showed a woman at the wheel.

All this while the motor accessory manufacturers and the gasoline folk had been watching the automobile people cutting capers before an admiring feminine audience, and then suddenly they, too, developed a yen for the spotlight. First, the tire people put on their thinking caps and they decided to "do a testimonial" (quaint advertising term somewhat synonymous with "doing the raccoon.") A lovely little stage star lent her name and photograph to the scheme, and the breathlessly attentive feminine world was informed of the fact that this dainty paragon was "getting the most for her money from the Rummy Tire."

"That's fine," agreed the gasoline people. "Now watch us," and they showed a pretty girl in a "terribly embarrassing" situation. Her car "simply wouldn't pick up on the hill, so she held up a whole line of cars while the traffic policeman impatiently waved her on." (Sound picture rights reserved.) But instead of lighting a Murad she took the wiser course and ever after bought Swigger Gasoline. Rather good, what?

Thin Ice

Last of all, the cigarette manufacturers. Never did mortal merchandisers tread upon such precariously thin ice, always fearing they would crash through into the chill waters of prejudice. Remember in the not so long ago, the "Blow some my way" caption raised quite a tempest among the standard bearers of unsullied womanhood. Only yesterday we noted still another piece of this "contortionist" copy in which the heroine said coyly to her escort, "No, I don't smoke. I suppose I'm old fashioned, but if I did smoke my choice would be the Whoopee cigarette."

Why, after all, should we make bones of the matter? Lovely
(Continued on page 175)

C *The rain—it falls upon the just...*



"THE RAIN, it falls upon the just and also on the unjust fellers, but mostly on the just, because the unjust have the just's umbrellers." So warbles Ed Springer to his dad, who borrowed his offspring's slicker an hour ago "for a little walk." The raincoat returns just in time to save Ed from nervous prostration and a missed engagement.

"And by the way, Dad," suggests the boy as he hustles out the door, "if you really like this slicker so much, they're having a sale down at Marley's..."

We predict that Marley's will have another customer. Ed's judgments and opinions concerning modern merchandise are respected in his family circle. New

conveniences and new methods feel the potent pressure of his backing, day in and day out. He is man-sized, man-minded, a man in everything but years. And he reads THE AMERICAN BOY every month.

So do 500,000 like him. Half a million irrepressible salesmen call THE AMERICAN BOY their favorite magazine. 85% are of high-school age and older. Advertise directly to them, for the backing their favor brings you. Let them know you appreciate their patronage—both direct and indirect. September forms close July 10th.

The **American Boy**
Detroit Michigan

J. Walter Thompson Company

Through five strategically located offices in the United States and eleven offices in other countries which cover Europe, North and South Africa and South America, we offer advertising agency service which has demonstrated its merit for many of the world's foremost advertisers, several of whom we have served for more than twenty years.

Total population served by these offices is 560,809,000



NEW YORK · *Graybar Building* · 420 Lexington Avenue

CHICAGO · *Wrigley Building* · 410 North Michigan Avenue

BOSTON · 80 *Boylston Street*

CINCINNATI · *Chamber of Commerce Building*

SAN FRANCISCO · *Russ Building*



LONDON · *Bush House* · Aldwych, W. C. 2

PARIS · 12 *Boulevard de la Madeleine*

MADRID · *Pi Y Margall* 9

STOCKHOLM · *Kungsgatan* 39

COPENHAGEN · *Axelborg*

BERLIN · *Schenker Haus* · Unter den Linden 39

ANTWERP · 115, *Avenue de France*

WARSAW · *Czackiego* 17

ALEXANDRIA · *Egypt* · 27, *Rue Cherif Pacha*

PORT ELIZABETH · *South Africa* · *Netherlands Bank Building*

BUENOS AIRES · *Argentina* · 50-60 *Calle San Martin*

We Got Manufacturers to Lend Us Their Color Plates

How Borden's and Food Manufacturers Work Together in Newspaper Effort to Sell More Cream

"IN a certain periodical I noticed an advertisement by the Postum Company which contained a beautiful four-color illustration of a dish of cereal," Will A. Foster, assistant sales manager of the Borden's Farm Products Co., of Illinois, tells PRINTERS' INK. "As I studied it a thought occurred to me and I wrote the Postum people, making what I regarded at the time as a very nervy request. I wanted them to loan me the plates used in the advertisement, telling them my purpose was to reproduce the picture on some display cards to be put up in delicatessen and grocery stores in an effort to sell more cream. Postum, I explained, would be given credit for the picture."

"The response was quick and cordial. The display cards were printed at a nominal cost to our company. We had the use of perhaps \$1,000 worth of art work at a cost of only \$5 or \$6 for making nickel-types of the plates."

"All this gave me an idea. Perhaps some other food products manufacturers had some plates of used advertisements which they would be willing to let us utilize in the same manner. My surmise was correct; they had. Why could we not use these plates in rotogravure newspaper advertising and so reach the entire metropolitan districts in which we served? We could. The result is that during the last two years we have used a series of advertisements, both in the rotogravure and general advertising sections of newspapers, featuring products such as Jell-O, Knox Gelatine, Quaker Oats, Cream of Wheat, Ralston Purina, Junket,

Shredded Wheat, Heinz Rice Flakes and many others.

"Banana importers also furnished us with illustrations for advertisements in which we pictured the epicurean satisfaction of combining bananas with cream. The man-

MOTHERS

Give the Folks
a Good Breakfast



It's the right start for a good day

It's quite natural for appetite to be keen at breakfast—the break of a 12-hour fast. And everyone, authorities say, including mother, should eat a substantial meal to lessen mid-morning fatigue and nerve tension. As a part of your "good" breakfast enjoy plenty of Borden's Cream. It makes the cereal delicious and softens the coffee.

Whipped Cream
Makes Fine Single
Desserts Delicacies



Cake, chocolate, vanilla or the other kinds of pudding, jam, bread pudding—single desserts like these are simply delicious when topped with a generous helping of Borden's Cream.

Borden's Cream
always is a welcome



Borden's Cream

has many delightful uses. This is scientifically prepared and prepared Sterilized Cream with a wonderful fragrant flavor. Its delicate aroma is an invitation to the appetite.

Use a soft cream on a cake, or a thick cream on a hot dish. Borden's Cream is a real treat.



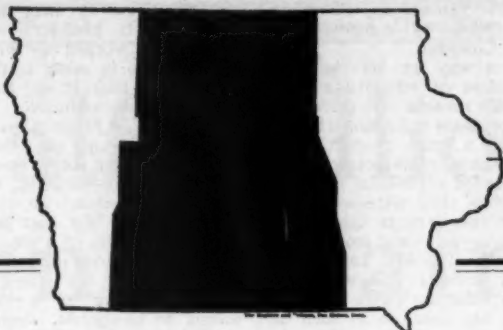
BORDEN'S

FARM PRODUCTS CO. OF ILLINOIS

Main Office—212 W. Madison Street — Phone: Franklin 3-10
31 City and Suburban Distributing Branches

The Kellogg Company Furnished the Plates for the Illustration at the Top of This Borden Advertisement

Manufacturers of electrical refrigerators got in on our program, too. We used some of their very attractive pictures to suggest the use of cream with frozen desserts. These companies have gladly loaned us the plates from which their advertisements were printed, and these we used as the main features of our own presentations. Our object was to promote the use of cream in connection with such products. But in each case the company supplying the illustration was credited in



Territory served from Heinz' Des Moines branch

Heinz' "57" Varieties

Grocers in all of the Central two-thirds of Iowa secure their stocks of "57" Varieties from the Heinz' Des Moines branch.

No advertising problem here for Heinz as 2 out of every 3 families, rural as well as urban, in the territory served by the Des Moines branch read

*The Des Moines Register
and Tribune*

"Over 230,000 Daily Circulation"

some such fashion as 'Photo of Rice Krispies—by courtesy The Kellogg Company.'

"In this way we got the very highest class of advertising at a ridiculously nominal cost made possible through the utilization of what was really a waste product. The food products manufacturers had got some good advertising from the plates when they were originally used, but here was an opportunity for them to get some more at no cost at all. The idea appealed to them so strongly that we began receiving voluntary offers of plates, and this has gone on to such an extent that now we actually have a waiting list out of which we expect to be able to supply our advertising needs for many months to come."

But why should Mr. Foster's company go to all this effort to suggest to people such perfectly obvious acts as putting cream on their oatmeal, puffed wheat or dessert? Wouldn't they do this anyway?

"No," Mr. Foster says, "they wouldn't; at least they would not as a general thing buy cream specifically for this purpose. A woman may order a bottle or two of cream when company is expected and she wants to make a fancy dessert of some kind, or in preparation for the Sunday or holiday dinner. But, most of the time, the family cream requirements are met by pouring off the tops from the milk bottles, or in using ordinary milk for the cereals or desserts."

"And then you would be surprised to know the number of families who do not use cereals and whose dessert requirements are met by the use of pies, cakes, puddings and the like, in which cream does not have a part. By picturing these modern cereals and desserts to them, therefore, we have actually changed the food habits of many. Thus, while advertising cream primarily, we have increased the consumption of many food products as a regular article of diet in homes where they were used only occasionally if at all. This is why the manufacturers are glad to co-operate with us in the way I have mentioned; they get advertising that is

just as useful to them as it is to us."

The plan worked so well that Borden units in other sections of the country took it up, and then other dairying companies became interested. The result is that newspaper advertising in behalf of cream and other dairy products—especially cream—is being, or soon will be, carried on in numerous cities. It does not cost much to make nickel types of a set of color plates, and the food products manufacturers using the plates in the first place seem to be perfectly willing to co-operate inasmuch as the original effect of their advertising is intensified and made more valuable.

The co-operative feature of the proposition has caught the fancy of various other dairying companies to such an extent that they now are beginning to interchange ideas and material. For example, one of the Borden units may get up an attractive display card for delicatessens and groceries to use in reminding a woman to buy a bottle of cream while she is making other purchases. A dairying company in another city may see this card or hear of it through the International Association of Milk Dealers whose offices are at Chicago. Electro-types (or nickel types, if the card is done in colors) are available to the second company at a nominal price. It, in turn, may have something the Borden company can use on the same basis.

The program has been followed through for two years, with the result that Borden's cream sales for the first three months of 1929 showed a gain of 10½ per cent per customer—a remarkable increase.

Pennzoil Appoints Dunham-Lesan Agency

The Pennzoil Company, Oil City, Pa., has appointed the Dunham-Lesan Company, Chicago advertising agency, to direct its national magazine, newspaper, business-publication and outdoor advertising in the territory east of the Rocky Mountains. Pennzoil advertising on the Pacific Coast and in the Inter-mountain States will be handled as in the past by the Johnston-Ayres Company, Inc., San Francisco advertising agency.

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Read

Thorough Trading Area Coverage Through One Newspaper!

Half Million Lines Gain!

ADVERTISERS in May used 1,909,977 lines in The Milwaukee Journal—the largest May volume and with one exception, the largest single month's volume in Milwaukee Journal history!

The Journal's volume of 8,144,481 lines for the first five months of the year also set a new high record—exceeding the volume for the corresponding period in 1928 by 528,217 lines! The reason—sales conditions are ideal in the prosperous Milwaukee-Wisconsin market.

THE MILWAUKEE JOURNAL
W FIRST BY MERIT W

Read by More Than 4 Out of 5 Greater Milwaukee Families!

the NEWSPAPER Person



Paul Scott
Mowrer

Paul Scott Mowrer, European director of The Chicago Daily News Foreign Service, was awarded the Pulitzer prize of \$500 for the best example of constructive correspondence during the year 1928.

Clearness and brevity of style, a fair, balanced, well-informed viewpoint, contribution to international understanding were the basis of the award.

Mr. Mowrer's writings are typical of the standards in style and treatment demanded of Daily News staff men, just as Mowrer

the man is typical of the personalities The Daily News binds to its service.



Dr. Herman
N. Bundesen

In addition to the many writers of national distinction whose work appears regularly or frequently in its pages, The



Howard
Vincent
O'Brien

There is no better indication of the value of a newspaper as an advertising medium than the newspaper itself. For in the character of its pages, in the worth and variety of its departments, may be seen the character of the readers it attracts.

10

ADVERTISING REPRESENTATIVES

NEW YORK

J. B. Woodward
110 E. 42d St.

CHICAGO

Woodward & Kelly
360 N. Michigan Ave.

ATLANTA, A. D. Grant, 711-712 Glenn Bldg.

DETROIT

Woodward & Kelly
408 Fine Arts Bldg.

SAN FRANCISCO

C. Geo. Krogness
303 Crocker 1st Nat'l
Bank Bldg.

History of a

as told in its pages

Politics

Daily News has as members of its own staff such men of ability and repute as



Edward
Price Bell

Dr. Herman N. Bundesen, authority on health matters; Carl Sandburg, noted American poet; Howard Vincent O'Brien, creator and critic of good books; Robert J. Casey, explorer and wit; Leroy T. Vernon, who long has been one of the leading correspondents of the national capital; Edward Price Bell, "The greatest newsman America ever sent to Europe," Junius B. Wood, Edgar Ansel Mowrer, Paul Wright, Carroll Binder, John Gunther, Constantine Brown, Negley Farson, also of its foreign staff.



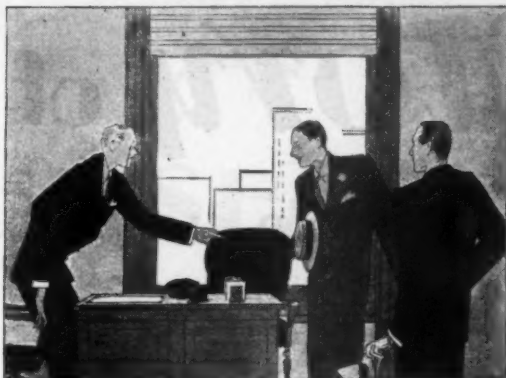
Carl
Sandburg

Their achievements as individuals and as members of The Daily News staff have brought them a following locally and a national prestige which have been an important factor in establishing the reputation of The Daily News at home and abroad as a newspaper of distinction.

THE CHICAGO DAILY NEWS

Chicago's Home Newspaper





Getting a warm reception counts

ENTERING the Detroit market with a Detroit News campaign to back you up at once gets you a warm reception from those who are going to sell your goods. They know that the HOME NEWSPAPER covers the field and they are therefore willing to get behind your product. Furthermore the co-operation The Detroit News gives your salesmen, introductions to the trade, broadsides to dealers, window display tie-up—all these factors combine to endow your campaign with go and energy that you can not get in any other way. And then you must not overlook the greatest factor of all—The Detroit News reaches by actual survey four out of every five Detroit homes taking any English newspaper.

The Detroit News

THE HOME NEWSPAPER

New York Office

I. A. KLEIN, 50 E. 42nd St.

Chicago Office

J. E. LUTZ, 180 No. Michigan Ave.

A

West

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A Nation-Wide Sale Is Harder to Stop Than to Start

Westinghouse Is Taking Pains to Make Sure That Its Spring Automatic Iron Sale Does Not Develop Into a Price-Cutting Spree

By Roscoe Imhoff

Manager, Domestic Heating Section, Merchandising Dept., Westinghouse Elec. & Mfg. Co.

CAN a manufacturer, for the purpose of putting on a nation-wide thirty-day sale, reduce the retail price of a piece of staple electrical merchandise, and hope to re-establish its retail price at the original figure when the sale is over? Specifically, can we reduce temporarily the retail price of our Automatic Electric Iron, an article advertised and sold nationally at a fixed retail price of \$7.75 and hope to put the price back to this figure when we have finished a thirty-day sale?

The problem of planning and conducting successfully a nation-wide sale on a piece of merchandise which is not being superseded by a new style or different item, selling this piece for a definite period of time at a reduced price, with the expectation of reverting to the original retail price at the end of the sale is complicated.

For several years, five to be exact, the merchandising department of the Westinghouse Electric & Manufacturing Company has conducted an Annual Spring Automatic Iron Campaign. Until this present spring there has been nothing especially unusual about these campaigns. The Automatic Iron was introduced to the trade

and public back in the spring of 1924. For a year and a half it was sold at a retail price of \$8.75. At the end of a year and a half the price was reduced to \$7.75. Through national advertising, both in magazines and newspapers, the price has been fixed firmly in the

minds of the trade and the public and has been maintained by the retail trade over a period of five years, probably as rigidly as the price of any piece of electrical merchandise now on the market.

The company's distribution of its iron is through its agent and special jobbers exclusively. The company is dependent 100 per cent on these jobbers for distribution of the Automatic Iron to all classes of retail outlets, whether they be electrical service companies, electrical dealers,

specialty stores or the various other retail establishments handling electrical merchandise. In other words, our wholesale distribution, so far as this iron is concerned, is of a highly selective kind, our contact with these jobbers is a very close one, and the working relation between the company and the jobber is one of helpful co-operation.

I stress this point of highly selective, closely knit jobber distribu-



Your old iron

is worth \$1⁰⁰

... if you turn it in NOW on a new

Westinghouse Automatic

Are you using an old-fashioned iron? An iron that wastes your money every time you use it? An iron with a wobbly plug, a loose cord, or a faulty steam?

Bring that iron in to any Westinghouse dealer right now! We'll give you \$1.00 for it on the purchase of a new Westinghouse Automatic. And then you'll take home the electric iron that has made laundry day easier and brighter for a million women.

This Westinghouse Automatic Iron is constructed exceptionally. Before it can get too hot, the Built-In Watchman turns the current off.

WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY
440 Madison Avenue, New York City



Before it can get too hot, it turns it on again. It stays always at good ironing level.



A Built-In Watchman keeps you safe. It cuts the current away from the iron and shuts off the heat before the iron gets too hot. It's a safety feature that's built into every Westinghouse Automatic Iron.



Westinghouse

Automatic Iron

The Iron with the Built-In Watchman

This Is How the Westinghouse Nation-Wide Sale Was Advertised in Newspapers

tion because we are depending very largely on it to control for us the working out of this spring's sale. If the finely developed plan which we have prepared is allowed to stray from the path marked out for it, there can be only one result—the breaking down of the retail price of the Automatic Iron.

The first step in preparing the advertising and selling plan for this spring was to set a bogey figure. This is no small figure, being considerably over 100,000 irons. The next step was to break this figure down to jobbers' territories on a fair basis. We know, of course, the exact number of residences having electric service in each jobber's territory. We know, too, the saturation point of electric irons is very nearly 100 per cent and we are depending today on replacement sales for a good share of our iron business. These replacement sales represent from year to year a pretty well fixed percentage of the electric irons now in service. With these figures at hand, it has not been difficult, after taking into consideration other factors, such as business conditions in a territory, the potential buying power of one community as opposed to another, etc., to arrive at bogey figures for each jobber.

Why Jobbers Don't Complain About Their Bogey

For the benefit of the jobber who may believe that the bogey set for him is a little high, we have available by counties the number of residences under wire in his territory. The bogey set for him during this spring sale is a very reasonable percentage of the total number of irons which will be sold in his territory this year. He either has to agree that the figure is fair or admit that he and his organization are not capable of doing a real job of merchandising our product. So far, not a single jobber has been willing to make such an admission.

After the bogey figure is agreed upon, the real test of loyalty on the part of the jobber comes. We ask him to place an initial order

for approximately 75 per cent of this bogey. This the company absolutely insists upon. We do this because we have found from experience that the success or failure of a short, intensive sales campaign, so far as a commodity like the Automatic Iron is concerned, depends entirely upon the ability to place the new iron into the customers' hands when the advertising has made them want it. If they come into Mr. Dealer's store today and ask to see one of those Automatic Irons that was advertised in last night's paper and Mr. Dealer hasn't got the iron to show them, that sale is lost. They will buy an electric iron of some other make or decide to get along with their old iron.

It is for the purpose of being able to get irons into the hands of every outlet in the United States within twenty-four hours that we insist upon the jobber buying 75 per cent of his bogey before he even starts out to sell the sales plan to his dealers. The fact that last spring initial orders actually received from all jobbers exceeded by almost 20 per cent the total number of Automatic Irons asked for on initial orders is conclusive proof that our jobbers recognize this fact.

This year we are putting on "A Nation Wide \$1 for Your Old Iron Sale." A complete array of display material has been prepared. This consists of a very attractive window display in the nature of an illuminated shadow box, mailing pieces—such as single and double postal cards—folders and a large window and store poster. All advertising features "A Nation Wide \$1 for Your Old Iron Sale". Newspaper advertisements, carrying as the main theme, "Trade your old iron in for \$1.00 on a Westinghouse Automatic," are ready for release on dates already established. These advertisements will appear in approximately 600 newspapers throughout the country after retail distribution has been effected and we are ready to start our actual selling drive to the public. These 600 or so newspapers throughout the country

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carry Westinghouse product advertising every week in the year. It is not difficult, therefore, to schedule over a thirty-day period a number of advertisements featuring a particular product and release them on the exact day when distribution has been accomplished.

The number of insertions in a particular paper during the iron sale will run from a minimum of four to as many as a dozen. Different space sizes, ranging from 224 lines to quarter-page advertisements, will be used. In those cities where business conditions are favorable, where the jobber has functioned in good shape to obtain proper retail distribution and where every condition promises a good volume of sales, the advertising schedule is naturally heavier than in those cities where conditions are less favorable.

How Dealers Are Lined Up

We devote a minimum of four weeks to the job of lining up the retail trade; in some of the larger territories as many as six or seven weeks must be taken for this work. Each Westinghouse and jobber salesman has placed in his hands a portfolio containing the display material and mailing pieces which have been prepared especially for the Automatic Iron sale. This portfolio contains, in addition, proofs of the newspaper advertisements which will be run. A salesman going into a dealer's store can tell him the exact dates when advertisements will appear in a particular newspaper and can show him in addition exactly how many copies of each issue of the newspaper reaches those people who are actual or potential customers of the dealer. Space is provided at the bottom of the advertisements for the listing of the names of all dealers who buy irons and participate in the sale.

As mentioned before, every advertisement in the series is built around the "dollar for your old iron" idea. The reason we have deemed it not only advisable but necessary to make it possible for our dealers to make such a concession this year is this:

It has been the practice of practically all of the electric service companies engaged in the merchandising of electrical appliances to conduct once each year, usually in the spring, an iron sale. This iron sale or campaign has had usually as its selling appeal the \$1 allowance for any old iron brought in during a certain period. In previous years many of these sales or campaigns have been running on Westinghouse Automatic Irons at the same time we and our jobbers were engaged in the dealer selling activity. In spite of any selling pressure put forth and in spite of the fact that we could promise our dealers a well developed advertising campaign, many of them refused to participate because they were not in a position to accept the customer's old iron and give the \$1 trade-in allowance without taking the dollar out of their normal profit. Many dealers, who did go along with us, did it in a half hearted manner.

This year we are making it possible for the dealer to allow \$1 for any old iron traded in during the period of the sale and still make his normal margin of profit. The thing we don't know yet is whether or not we can stop the trade-in allowance when the sale is over. We believe we can prevent such a condition arising and our belief is based on the following reasons:

First, every salesman engaged in selling this sales plan to dealers, whether jobber salesman or Westinghouse salesman, will understand clearly when he starts to call on the trade that the sale begins on a certain definite date and ends thirty days thereafter. He must make this point paramount in the presentation of the plan to his dealers.

Second, the salesman will understand and must make the dealer understand that under no circumstance is the Automatic Iron to be advertised and sold at a straight cut price of \$6.75. The old iron represents a tangible value to its present owner and must be traded in to obtain the dollar. The dealer will be instructed to inform

customers coming into his store with an old iron after the sale is over that the special sale is no longer on. The mere fact that the customer has carried the old iron into the store is proof of his need for a new one, so with the use of a little salesmanship the dealer can make a straight sale at the regular price.

Third, when the sale is over the price schedule of the Automatic Iron goes back to its regular level and this will tend to make the dealer refrain from giving away a dollar of his profit.

Fourth, our faith in our dealers makes us believe they will want to co-operate with us in holding the price at \$7.75.

Fifth, and probably most important, is our faith in our jobbers to control the situation for us. The jobber's salesmen have frequent personal contact with the dealer. They will be required to remind him just before the sale is over that after a certain date the Automatic Iron must be sold at \$7.75. They must point out the foolishness of hoping to cheat a few days since by doing so the dealer will initiate a price cutting war in his own community, which will result ultimately in loss of profit. During subsequent contacts the jobbers' salesmen will be required to check their dealers to see that they are not cutting the price.

What Groucho Says

Is This Agency Executive Going to Europe? Ask His Wife!

"GROUCHO, when do you sail for Europe for your vacation?"

Europe? Vacation? Don't be funny. Yes, I know I said I was going in spite of hell and high water. But it'll cost only a few dollars to cancel my reservation. Guess I can use that \$200 handbag going to Kansas City.

Europe! Did I ever think I was going to Europe? Big Chief took me to lunch the other day—very chummy and affable. Blew me to expensive food. Which did I prefer, Park Lane or Ritz? Warm hearted, the Boss is. Expected a fine check; "Groucho, this will help you a bit on your trip to Europe." Oh what a pipe dreamer!

I got a check on my trip all right, but not the kind the bank takes.

Showed my passport with the funny picture on it. Boss began to squirm.

"Groucho, would you be willing to give up that trip abroad till next year?"

Next year! Next century, maybe—

"You see, Groucho, we're facing a very competitive situation and we need you on the firing line," and all that and all that—

"But, my boy, we'll make it up

to you. Tomorrow our board will elect you to the third vice-presidency. That should mean more money next year. That's not all, though—the firm wishes to make you a present of a new Buick sedan."

"Chief, you're too good to me!" All the knives on the table were dull, so I told a funny story fast to keep from killing him.

Seems our respected client, Jones-burly of the Taxi Improvement Association, had a new Buick on his hands and called up the Boss to see if he couldn't dispose of it. Of course he would. Now it's mine. I already have two cars in a one-car garage, so I'm thrilled to death. What's Europe to a homeless automobile? And that vice-presidency! Gorgeous title! They made a clean sweep among the boys and coined fourth, fifth and sixth vice-presidencies at the same time.

Carter, Briggs and Lawton didn't get Buicks though.

What did my wife say? Say, don't ask me that. I want my friends to respect her and some might say that no lady would use such language.

As for me, my chest swells with pride. *I'm on the firing line.*

GROUCHO.



STRENGTH OF THE SATURDAY NEWS

FOR FORTY-EIGHT hours, Saturday evening until Monday evening, thousands of Hoosier families read no other newspaper than The Indianapolis News. Because it is a big, voluminous edition, crowded full of news and information of interest to every member of the family, the Saturday issue of The News is read thoroughly and carefully from "cover to cover."

SATURDAY advertising in The News gets more attention than on any other day. This is the result of more news matter, more circulation and more public interest in a good week-end edition.

The News . . . ALONE . . . Does The Job!



**The
INDIANAPOLIS NEWS**

Sells **The Indianapolis Radius**

DON BRIDGE, Advertising Director

New York
DAN A. CARROLL
110 East 42nd St.

Chicago:
J. E. LUTZ
Lake Michigan Bldg.

THE value of agricultural products in The Indianapolis Radius exceeds \$250,000,000 annually.



How huge New York buys its food:

EACH year Father Knickerbocker reaches down into his pockets for more than two billion dollars to pay his food bill.

But because he is big does not mean he is hard to sell. The way to sell him your brand of foods is pretty well outlined in the record of Grocery Products advertising in the New York Market during the past few years.

New York's one great evening newspaper has led all other New York newspapers in Grocery Products advertising for the past six consecutive years. And during 1928 this newspaper printed more food advertising than all the six-day morning newspapers combined, and 80%

more than all Sunday New York newspapers combined.

Let us move up to 1929 . . . this same evening newspaper led all other New York newspapers in Grocery Products advertising during the first five months . . . and gained more Grocery Products advertising than any other New York daily newspaper during the same period.



And it printed more Grocery Chain Store advertising than any other New York evening newspaper during the first five months of 1929 . . . and more than four times as much Grocery Chain Store advertising as all the New York morning and Sunday newspapers combined.

The newspaper that has proven so successful in selling foodstuffs to the greatest of American cities is the greatest of evening newspapers in America . . . the New York Evening Journal, going each day into the largest number of homes in every income group throughout New York City and its wealthy suburbs.

This one great evening newspaper is *big* enough and *strong* enough *alone* to sell your products here . . . at a single advertising cost.

NEW YORK EVENING JOURNAL

*One of the 28 HEARST NEWSPAPERS read
by more than twenty million people*

NEW YORK:

9 East 40th Street

CHICAGO:

Hearst
Building

DETROIT:

General Motors
Building

PHILADELPHIA:

Fidelity Philadelphia
Trust Building

ROCHESTER:

Temple
Building

BOSTON:

5 Winthrop
Square

*Member of International News Service and Universal Service
Member of Audit Bureau of Circulations*

in 1928
The Detroit Times
enjoyed
the largest display
lineage increase
in the
United States—
the first five
months of
1929
finds us
780,702 lines
ahead of
that outstanding
year,
most decidedly

“The Trend is to the Times.”

Some New Factors Which Are Influencing the Evaluation of Good-Will

Increased Public Interest in Business Is Placing More Emphasis on Management

By Rexford Daniels

THE increased tempo of business, in recent years, has not only had its effect on basic economic conditions, but also on some of the fundamentals of the evaluation of good-will. Instead of all the emphasis being placed on the price-earnings ratio in the computation of good-will, more and more importance is being placed on the ability of the management. This has been brought about by the entrance of the public, on a larger scale, into the ownership of corporations, which in turn, has often served to upset the former price-earnings ratio of ten times earnings and has injected into the evaluation, the future commercial possibilities of various companies.

In the past, when the public was on the outside of business, the good-will of a company was measured largely by its yearly earnings plus the quality of its products and its service, and its computation was principally a matter of mathematics. But now that the inside workings of many of our large corporations have been exposed to public gaze, new yardsticks for measuring good-will have been set up, yardsticks which have more popularity with the public than

with the bankers. As a result, two systems of measuring good-will have been developed; one, which is still largely based on the price-earnings ratio and is the more conservative, and the other which puts more value on the intangible factor of management because of its control of future earnings.

THIS article deals with the general basic factors which have entered into the intangibles of good-will. The conclusions reached should not be judged by momentary fluctuations of the market nor by normal depressions in various industries.

The term, management, in this article includes all the various forces in a business over which management exerts an influence, and is not limited merely to the executive officers.

Few subjects in business today develop more divergent opinions than good-will. Therefore, it is well to keep informed on what new elements are entering into its evaluation.

The recent influence of increased public ownership on the price-earnings ratio of stocks was emphasized by the survey of Otis & Company which appeared in *PRINTERS' INK* of May 30, 1929,* which showed the increase in the ratio of forty-nine leading companies. The survey covered a six-year period from March, 1924, to March, 1929, and showed the yearly ratio as follows: 1924—7.2 per cent, 1925—10.6 per cent, 1926—10.4

per cent, 1927—10.6 per cent, 1928—14.3 per cent and 1929—18.1 per cent. The increase was largely due to forces which increased the public's active participation in the affairs of corporations and stimulated the public's attitude toward what it considered the future possibilities of those companies.

This new attitude toward business is admirably phrased by a sentence from the report of President Hoover's Committee on Recent Economic Changes, which states: "Relative price stability has

*"The Worth of Corporations—New Data on the Valuation of Good-Will," page 49.

involved a change in the direction in which business men look for profits." This means that public attention has been drawn away from the mechanical details of products, because of their uniform excellence, and the daily fluctuations in price, because modern merchandising methods have largely eliminated that hazard, and instead it is looking to the long-term possibilities. When this attitude is taken, it throws more and more importance on management, which, in turn, becomes a question of new markets, new products and better distribution.

If management, therefore, is becoming of more importance in good-will, it is well to see, first, how the public has arrived at its present viewpoint, and, secondly, what are the units of measuring which it is using. If these can be understood in a broad way, then it is possible to gain some idea of how they will effect the computation of the good-will of a company.

The growth of the public's attitude toward good-will has been likened to a man who purchases an automobile. First he hears about the car through his friends or through reading the advertisements and then investigates the standing of the company which makes it. Having satisfied himself that the company is strong and the car is well made, he purchases it. After a period of ownership and of various dealings with the company, he feels he has become qualified to form his own opinions of that company and its products and to act on them. If his opinions are favorable, he may decide the stock of that company is a good investment and then take steps to purchase some for himself.

Up to this time, he has been interested in the company from an external angle only, namely, in the use of its products and the service which it has rendered him. But once he has purchased an interest in its affairs, his attitude changes, and he becomes deeply concerned in what plans the company has for the future and what it is doing to make money for him. In other

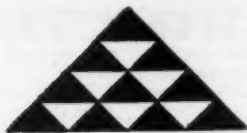
words, his viewpoint shifts from one based on a backward view over the external history of that company, to an internal interest in present and future developments.

The same mental development has taken place in the public's attitude toward business. People first heard or read about products, then owned them and now are having opportunities to become part owners in the companies which make them. The magnitude of this change in public viewpoint may be gained from the Hoover Committee's report which states that the country's investors have grown from 2,000,000 to 17,000,000 in seven years. The growth has come about through the availability of pertinent information about the affairs of companies together with the placing of their stocks on the market. No longer is the public told that the affairs of a company are none of its business; instead, detailed information is furnished at every opportunity.

Advertising Smoothed the Way

The way for this large increase in investors was smoothed by advertising, which helped the public over its first stages of familiarity with products and their producers and gave a ready acceptance to the securities of those companies when offerings were made. In numerous cases, where actual use of products was not feasible, the investor felt himself a judge of a company through the mediumship of its advertising. The results are apparent by the increasing number of companies which are able to float additional stock issues through their own stockholders and friends.

The steadily growing importance in which companies regard their managerial achievements may be gained by comparing the financial statements issued ten or twenty years ago and those issued today. From a mere formal statement of assets and liabilities, we now find pages and pages of descriptive matter on what the companies have done, what new markets have been developed and what the managements have accomplished. This, in itself, acknowledges the increasing



If we can sell more jewelry—

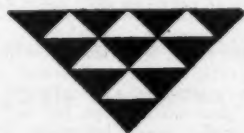
Jewelry, distinctly a luxury, affords in its advertising an excellent gauge of media pulling power. Jewelry advertising can be closely checked, and generally is, and those who place it are in a more than usually good position to know where their copy pulls best.

For ten years the Chicago Evening American has printed more jewelry advertising than any other Chicago daily paper, carrying in that time 12.4% more lines than any other daily. In 1928 it carried more than twice as much as any other daily. And this year the Chicago Evening American continues to evidence its strength in this classification, carrying, for the first 5 months of 1929, 56,336 lines against the next highest paper's 27,678 lines—daily and Sunday combined—a lead of almost 100%.

CHICAGO EVENING AMERICAN

a good newspaper

One of the 28 Hearst Newspapers read by more than twenty million people—Member of International News Service, Universal Service and Audit Bureau of Circulations.



importance of the item of management, and throws more and more emphasis, in the valuation of good-will, on the ability to improve distribution, develop new markets, new products, new uses for old products and new methods of arousing public interest.

In the annual report for the General Motors Corporation for 1928 the following statement is made on the relation of good-will to the balance sheet: "Irrespective of how impressive the balance sheet may be, the intangible item of the good-will of the public toward the corporation, its policies and its products is of incalculably greater value. That principle is fully recognized and the policy will continue to be to conduct the operations of the corporation with a view to increasing the value of this most important asset. . . . While fully recognizing the importance of constructive decisions on the many daily problems that present themselves, consideration is at all times being given to the fact that the business must go forward; and that however effective today's task may be accomplished, a better result is essential tomorrow if continued progress is to be recorded."

The above statement is a recognition on the part of General Motors of the question uppermost in the public's mind, namely, "What is the management's attitude toward the future of its company?"

It is no longer possible, from the public's point of view, to compute the good-will of a company as so many times earnings, but rather that far more intangible elements should be considered. What these elements are, and the importance they assume, may be understood from the following general classifications of the intangible factors which the public is learning to think about.

No longer can good-will be grouped under one general heading. It must be divided up into its component parts, such as, consumer, dealer, employee, foreign trade, financial, etc. A favorable consumer good-will may very often be offset by a bad dealer "good-will," and vice versa. The public now

wishes to know what are the relations of a company in all its business contacts, both internal and external.

The Standard Oil Company of New Jersey, in its latest report, takes pains to tell its stockholders about its employee good-will. "Throughout the year," the company says, "a spirit of co-operation and mutual confidence obtained between employees and the management and this spirit was manifest in the joint conferences held throughout the organization."

American Radiator Reports on Dealer Good-Will

The American Radiator Company assures its stockholders that the first ill effects on dealer good-will of the new marketing campaign for 1928 were speedily overcome. "It was quite natural," the annual report states, "that resistance should be encountered from factors who feared it was the intention of your company to change the channels of distribution. . . . Considerable effort and expense were involved in removing these fears."

In its annual report for 1928, the Postal Telegraph and Cable Corporation summarizes its efforts to develop consumer good-will as follows: "Improvements tending to make for the best public relations have been made. An attractive, specially designed, new uniform for the messengers has been provided, which has been very favorably commented on; a new message blank has been introduced; a new type of office of pleasing appearance has been developed which will serve as a standard in remodeling existing offices; and, through publicity, the nature of our service and the speed and accuracy with which business is handled are being vigorously made known to the public."

Thus it can be seen that a proper realization of the public's interest in the various classifications of good-will is an essential to building public confidence.

Research is a comparatively new actor which has caught the public's eye, but one which, nevertheless, is becoming increasingly important.

SAY IT WITH PRINTING!

WHETHER your message is intended for the buyer in the office or the boss in the home, we can put it into a folder or booklet or broadside that will be a real attention-getter.

Placing your direct-mail piece right smack into the hands of your prospect;—that's shooting at a target instead of in the air.

Charles Francis Press
Printing Crafts Building
461 Eighth Avenue, New York

June 13, 1929

The Low Cost

**OKLAHOMAN
& TIMES**

143,122*
CIRCULATION

* CIRCULATION IN TRADE AREA ONLY

**ALL
18 OTHER
DAILY
NEWSPAPERS**

131,968
CIRCULATION
\$5.53

\$5.53
Milline
TOTAL CIRCULATION IN O.C. MARKET



The OKLAHOMAN & TIME
give more circulation in the
Oklahoma City Market, at about
half the Cost, than all the
other daily newspapers in the
area combined

of reaching The OKLAHOMA CITY Market!

The Oklahoma City Market includes Oklahoma City and the surrounding suburban area within an average radius of 68 miles. Here are 26 counties, 75 towns of more than 1,000, and approximately 1 million people.

This is the territory from which local merchants drew \$151,000,000 trade in 1928. This is the territory in which the national advertiser develops retail distribution and consumer acceptance when he advertises in the Oklahoman and Times.

Nearly 80% of the Oklahoman and Times circulation is concentrated in this territory—no outside daily covers this market to the extent of even 1%—the Oklahoman and Times do the job *alone*, thoroughly and at *one* low cost.

The cost of advertising to the people in the Oklahoma City Market is about one-half as much in the Oklahoman and Times than in all other dailies in this area combined—and the Oklahoman and Times deliver 7% *more* circulation!

Advertising managers and sales managers concerned with the cost of advertising will find it low, when charged against sales made by the Oklahoman and Times in all the 26 counties of the Oklahoma City Market.

The DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

The OKLAHOMA PUBLISHING COMPANY
THE OKLAHOMA FARMER-STOCKMAN - WKY

New York, Chicago, Detroit, Dallas: I. Katz Special Advertising Agency. Boston, Kansas City, San Francisco

SIXTY-FOUR buildings every day in the year, including Sundays.



QUANTITIES THAT has been the average building schedule in the city of Detroit during the past ten years, or a total of 23,344 buildings each year. With an eight-hour working day, this means *eight buildings every single hour.*



QUANTITIES BUILDINGS mean lots, employment, materials, improvements—a huge flow of activity that creates wealth, buying power and—responsiveness to advertising.



QUANTITIES IN assisting the real estate and building interests in Detroit to

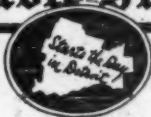
achieve some of their modern miracles, The Free Press has been a front rank helpmeet. It is the *first choice* of these interests in marketing and selling, for during the past seven years it has carried more real estate, building and building supply advertising than any other Detroit newspaper.



QUANTITIES DAILY circulation now 245,000, Sunday 335,000—growing at the rate of nearly 3,000 new families per month.

The Detroit Free Press

VERREE &
National



CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco

In many cases, the future success of a company rests upon its research department, both economic and mechanical. If a company can show it has originated new products, new channels of distribution or new uses for its present products, it has answered one of the chief questions involved in good-will: What confidence can be placed in that company's future development?

The Pepperell Manufacturing Company took pride in telling its stockholders that "the present vogue for color in bed linen which is sweeping the country today was started by your company. . . . The value of the addition of this style note to an already popular line cannot be over-emphasized."

In determining the field for a low-priced six-cylinder car, the General Motors Corporation explained that "intensive research work was started . . . and it was finally decided that the plan was practical."

As the business man becomes more and more familiar with the activities of the research departments of business, he puts added emphasis on what they will produce. Often he is apt to be too optimistic and to go off half-cocked, or to over-value future possibilities, but the sensitiveness of good-will to rumors of new discoveries need only be examined in the reaction of the stocks of numerous companies which have recently brought out new widely advertised products.

The old saying, "Don't have your eggs all in one basket" is becoming increasingly true in business from the public's viewpoint. The company which makes only one product is considered a greater risk than that which has several. The public today is learning the value of diversification, which is one of the reasons for the popularity of investment trusts and holding companies, and is giving a premium on good-will to those companies which are capable of marketing a number of products profitably.

The Curtiss and Associated Companies recognize that confidence is based on safety and assure their stockholders that the "functional

completeness of the Curtiss group is a powerful aid to successful operation and a safeguard to those who invest in the securities of these companies."

Diversification of interests is, therefore, one of the factors which must be considered in any modern computation of good-will.

As business concerns grow, and merchandising becomes more complex, it often is necessary to employ specialists in various fields in consultant capacities. The standing of these specialists may be an asset or a liability dependent on the reputation which they have or the type of work which they do. The name of a first-class accounting firm, on a financial statement, stamps it for what it is. The name of a good advertising agency gives the public confidence in the results which are being achieved. Likewise, the retaining of a reputable firm of lawyers, or the patronage of a conservative bank, adds prestige which would otherwise not be present. This factor is being recognized by companies by including in their statements and reports the names of the specialists whom they employ.

Style and Good-Will

The proper use of style is a dramatic newcomer in the field of merchandising. Like the experience of the Pepperell Manufacturing Company in sensing the style trend with colored sheets, a proper use of style will return profits. If a company cannot keep in touch with the changes of fashion or style, it is on the road to losses, which will be ultimately reflected in the balance sheet. The public is quick to recognize this, not only from the angle of good-will, but from actual contact with the products themselves. In those companies, therefore, to whom style is important, a lack of proper styling facilities has a direct effect on the standing of the company.

Another important good-will factor is the greater flexibility of specialized agencies. This comes under the heading of the "Associates One Employs," but has an entirely different angle. By employing out-

side specialists to do specialized work, like public accountants, advertising agencies, market counselors, etc., the company relieves itself, to a certain extent, of the responsibility of building up internal organizations of its own. As a result, unsatisfactory results may mean merely the changing of specialists, instead of the entire rebuilding of departments, which often is a long and costly process.

Although there are many drawbacks to this method of administration, one thing it does accomplish is to take some of the lasting stigma off a management when a failure is made, and place that stigma on the specialist.

Through the increasing practice of employee participation in the management of concerns, a new *esprit de corps* is being built up between employee and employer. This is noticeable in the decrease in strikes, employee ownership of stock and less employee turnover. The effect of this situation on the public is one of confidence in the continued functioning of the organizations. It differs from employee good-will in that employee good-will is regarded as a situation of the moment, while participation in management is for a longer term.

Back of all these influences are two major factors which have gone hand in hand in bringing about the present public attitude toward the management of companies; the economic conditions which have made possible the increase in the numbers of investors and the willingness of companies to keep those investors informed. The result of both these factors is that a large cross-section of the people are eager for education in the proper safe-guarding of invested capital. When one stops to think of the problem arising from the financial education of these 17,000,000 people, whose numbers are constantly increasing, it is remarkable that more radical changes in thought have not crept in. For the uninformed public is always responsive to the spectacular and, as several of the above classifications have elements of the spectacular, there rests a heavy responsibility

on management to fulfill its duties of giving out information in a conservative and dignified fashion.

Business has discovered that advertising is the best way to keep the public informed on the merits of its products and services, and it will be up to business to discover that advertising is the best way to keep the public informed on management. The latter is already being done in financial papers, but a still greater field lies open in the general press.

In a realization of the future possibilities of many concerns the public has forged ahead of general business and it will have to season its views with experience; business, on the other hand, should realize that the public must be kept informed, even on its radical ideas, in order that confidence may be retained. As a result, the new elements which have been introduced into good-will should be recognized by business, even if unofficially, and consistent steps taken to give the public the true facts about them.

New Accounts for Elmer H. Doe Agency

The Adler Manufacturing Company, Louisville, Ky., maker of Adler-Royal radio cabinets, has placed its advertising account with the Elmer H. Doe Advertising Agency, of that city. Newspapers and business publications will be used.

The Perfect Laundry Machinery Company, Louisville, manufacturer of ironing machines, has also placed its account with the Doe agency. Business publications will be used.

Raytheon Radio Tube Account to Ayer

N. W. Ayer & Son have been appointed to direct the advertising of Eveready Raytheon radio tubes, made by the Raytheon Manufacturing Company, Cambridge, Mass. Manufacture and sale of these tubes is controlled by the National Carbon Company, New York, under an option recently acquired.

Majestic Radio Account to MacFarland Agency

The Grigsby-Grunow Company, Chicago, manufacturer of Majestic radio sets, has appointed Hays MacFarland & Company, formerly Low, Graham & Wallis, Inc., Chicago advertising agency, to direct its advertising account. Newspapers, magazines and business publications will be used.

American Management Association Elects

C. S. CHING, director of industrial and public relations of the United States Rubber Company, was re-elected president of the American Management Association, New York, at its recent spring convention. **Sam A. Lewisohn**, vice-president and treasurer of the Miami Copper Company, was again elected chairman of the board.

Other newly elected officers were:

Vice-president in charge of marketing executives division, **George R. Cain**, advertising department, Swift & Company; vice-president in charge of office executives' division, **Dr. Henry W. Cook**, vice-president, Northwestern National Life Insurance Company, and vice-president in charge of financial executive division, **H. A. Fountain**, general manager-treasurer, Bottled Beverages, Inc.; and **Harry B. Gilmore**, secretary, Western Electric Company, Inc., as vice-president in charge of research, programs and publications; **Thomas R. Jones**, The Cincinnati Milling Machine Company, vice-president in charge of production executives' division, and **L. P. Alford**, vice-president of The Ronald Press Company, vice-president in charge of the institute of management. **Louis F. Musil**, director of finance, **Henry L. Doherty & Company**; **Oscar Grothe**, vice-president, White Sewing Machine Company, and **C. R. Dooley**, personnel manager, Standard Oil of New York, were elected vice-presidents at large.

John C. Orcutt, vice-president, Irving Trust Company, was made treasurer and **W. J. Donald** was made managing director and secretary.

Directors elected were: **Harold V. Coes**, consulting management engineer, Ford, Bacon, & Davis, Inc.; **Harold G. Ellerd**, personnel department, Armour & Company; **Dwight F. Farnham**, manager, industrial department, Peat, Marwick, Mitchell & Company; **Fowler Manning**, president and general manager, L. C. Smith & Corona Typewriter, Inc.; **J. H. Moore**, treasurer and comptroller, Pabst Corporation, and **C. S. Redding**, vice-president in charge of engineering and development, Leeds & Northrup Company.

Also, **William Sample**, vice-president in charge of sales, **Ralston Purina Company, Inc.**; **E. R. Stettinius, Jr.**, General Motors Corporation; **Arthur H. Young**, Industrial Relations Counselors, Inc.; **James O. McKinsey**, **James O. McKinsey & Company**; **S. R. Rectanus**, assistant to general manager, **American Rolling Mill Company**; **Cooke Lewis**, vice-president, **Liberty Mutual Insurance Company**.

And, **H. J. Taylor**, vice-president,

Jewel Tea Company, Inc.; **Irwin D. Wolf**, secretary, **Kaufmann Department Stores, Inc.**; **Benjamin E. Young**, comptroller, **Commerce Trust Company**; **Edward P. Curtis**, chairman, business development committee, **Eastman Kodak Company**; **J. E. Macpherson**, vice-president, **The Bell Telephone Company of Canada**, and **Paul A. Anderson**, treasurer and general manager, **New England Laundries, Inc.**

Organizes Lambert Laboratories, Inc.

Marion L. J. Lambert, formerly of the Lambert Pharmaceutical Company, St. Louis, has organized, at St. Louis, **Lambert Laboratories, Inc.**, successor to the **George C. V. Fesler Company**, manufacturer of **Dew Deodorant**. Mr. Fesler is vice-president and advertising director of the new organization and **C. F. Montgomery**, formerly in charge of sales for the **Lambert Pharmaceutical Company**, is secretary and sales director.

An advertising campaign, to appear in ten women's magazines, is planned.

Advanced by Chicago "Herald and Examiner"

W. H. Murphy has been appointed manager of the classified department of the *Chicago Herald and Examiner*, with which he has been associated. He will continue as managing director of the food and household appliance exposition until September when he will devote all his time to the classified department.

Wm. Peterman Account to Charles C. Green Agency

Wm. Peterman, Inc., New York, manufacturer of **Fly-O-San** and other insecticides and antiseptics, has placed its advertising account with the **Charles C. Green Advertising Agency, Inc.**, New York. A newspaper campaign will start in the near future in metropolitan centers.

Sweet Dreams Insecticide Ac- count to Chambers Agency

The **Sweet Dreams Company**, Montgomery, Ala., manufacturer of **Sweet Dreams insecticide**, has been purchased by **Vacher-Green, Inc.**, New Orleans. The advertising account of the **Sweet Dreams Company** is now being handled by **The Chambers Agency Inc.**, New Orleans.

Erma P. Proetz Elected to Gardner Agency Directorate

Mrs. Erma Perham Proetz has been elected a director of the **Gardner Advertising Company**. Mrs. Proetz, whose work won three Harvard awards, has been associated with the **Gardner agency** for six years and is a member of the **St. Louis staff**.

More About Coupon vs. Letter Inquiries

GUNDLACH ADVERTISING COMPANY
CHICAGO

Editor of PRINTERS' INK:

Will you permit me to answer further some questions raised by Marco Morrow in one of your recent issues* concerning the percentage of inquiries that comes on coupons and by letter or postcard?

The percentage of replies on coupons as against replies on letters where nothing is sought by the inquirer beyond a booklet, such as the free cook book you mention, will run from 97 to 99 per cent.

In the case of the unnamed advertiser who reported 92 per cent, the proposition, I believe, must have involved some article on which a considerable percentage of the prospects desired special information—a complicated machine or a serious purchase affecting the health.

I have never heard of coupon replies running as low as 75 per cent of the total in recent years. Before the war when coupons were not so largely used and the public was not educated to tear off these corners, this was a common figure. The only explanation today that I can see for 75 per cent is the fact that the advertisement was very small and the coupon extremely crowded or otherwise wrongly phrased or wrongly displayed.

As to the value of the inquiries: I can state from the count of millions of these replies that there is absolutely no difference between the percentage of orders from coupon inquiries as against the percentage of letter inquiries. (Except where the letter is more than a mere inquiry and is written because additional questions are asked. Then the percentage of orders is often double or more than that of mere routine inquiries.) In other words, whether a man or

woman writes a request for a booklet on a coupon or writes that same bald request and nothing more in a letter, makes no difference in the quality of the inquiry.

The danger of coupon advertising wrongly applied lies in overfeaturing the pull for mail requests when such mail requests are or ought to be extremely incidental. Where, however, mail requests are the primary or an important factor in the advertising, no question as to the advantage of the coupon should be raised. The objections are purely theoretical and the fact stares us in the face that the inquiries will go up 25 or 50 per cent in number if a coupon is substituted for a simple line, at least on all larger copy.

E. T. GUNDLACH,
President.

J. S. Strittle Advanced by Westinghouse Electric

J. S. Strittle, for the last four years in charge of the sales, manufacturing and engineering of the merchandising division of the Westinghouse Electric & Manufacturing Company, at Mansfield, Ohio, has been made vice-president of that organization. He will be located at that company's headquarters at East Pittsburgh, Pa.

Chevrolet Advances H. J. Klinger

H. J. Klinger, formerly general sales manager of the Chevrolet Motor Company, Detroit, has been appointed vice-president in charge of sales of that organization. He has been with the Chevrolet company for the last five years.

Scott Paper Gross Sales Increase

The Scott Paper Company, Chester, Pa., reports gross sales for 1929, to May 23, of \$3,209,653, against \$2,837,565 to May 26 last year. Gross sales for May, 1929, were \$536,902, an increase of \$89,860 over the corresponding period in 1928.

Joseph Levine Joins Grey Agency

Joseph Levine, formerly with Philip Wolf, Inc., New York advertising agency, has joined the Grey Advertising Service, Inc., of that city, as an account executive.

*"The Percentage of Inquiries That Comes on Coupons," PRINTERS' INK, May 9, 1929, page 140.

Pennies...

Nobody thinks much of the purchasing power of a few pennies. Yet the pennies which daily provide the favorite newspaper to the readers in any community are an accurate barometer of the value of such a newspaper to advertisers. People do not buy what they dislike if they can avoid it. More people buy The Florida Times-Union every day than any newspaper published in Florida. Covering 27,000 Jacksonville homes, The Florida Times-Union reaches every source of wealth and business in the city. National advertisers recognize that dollars follow in the path of pennies when their selling message is presented to spenders through

FLORIDA'S GREATEST NEWSPAPER

MORE THAN 63 YEARS OF SERVICE



The Florida Times-Union

JACKSONVILLE, FLA.

A. B. C. Publisher's Statement, March 31, 1929, 50,797 Daily, 63,028 Sunday

Represented Nationally by

REYNOLDS-FITZGERALD, Inc.

(Formerly Benjamin & Kenter Company)

New York	2 West 45th Street	Philadelphia . . .	1524 Chestnut Street
Chicago	203 N. Wabash Avenue	Los Angeles . . .	117 West 9th Street
San Francisco . . .	58 Sutter Street		



2,000 men are employed in the Pencoyd Plant of the American Bridge Company, one of the 5,035 industrial establishments in the Philadelphia territory. Philadelphia produces, every year, about two billion dollars' worth of manufactured products.

... a dominant factor among the markets of America



The recently erected thirty-story Fidelity - Philadelphia Trust Building at Broad & Walnut Sts. A building program involving about \$280,000,000 is now being developed in Philadelphia.

THE demand of manufacturers, today, is for markets where *permanence* and *stability* insure their distribution work a maximum sales return.

Philadelphia presents the greatest sales insurance that any metropolitan market can offer...

Homes ... individual homes; 415,045 in number. More than in any other city in the world today.

Homes ... 150,000 more of them in over one hundred separate suburbs, pouring their workers and their shoppers into Philadelphia.

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Homes . . . with all of their tremendous consuming power: In food, furniture, hardware, furnishings, — or almost any product under the sun.

Homes . . . the permanent, stable, sales-making factor in any community. A "565,045 family" purchasing power! *The City of Homes!* With compact retail groups, where sales and distribution costs are low. With a diversification of industry which tends to stabilize the earning and purchasing power.

With one newspaper reaching nearly every home; giving thorough coverage; simplifying the marketing problem for the advertiser.

For thirty-three years, *The Evening Bulletin* has edited a newspaper for the Philadelphia home. Using care, accuracy and moderation; avoiding scare-heads and sensationalism; gaining readers only by its merit, — without premiums, prizes or circulation contests.

Serving the reader first! Building a confidence in the minds of Philadelphians through a third of a century.

Today, in this market of 565,045 homes, *The Bulletin's* circulation is 548,573 copies daily.

Here is permanence; here is buying power; here is thorough coverage at a low advertising cost — the solution to economical marketing today.



Along Chestnut Street, 5,000 wholesalers and 44,000 retailers serve Philadelphians.



The Bulletin Tower, City Hall Square.

A Philadelphia Institution

The Evening Bulletin reflects that sane, moderate spirit of Philadelphians. Only this explains its growth, from a few thousand readers in 1895, to more than half a million today. The confidence of a great people makes it a valuable medium for the advertiser.

The Evening Bulletin

City Hall Square

PHILADELPHIA

Detroit Office: 321 Lafayette Boulevard
San Francisco Office: 681 Market Street

New York Office: 247 Park Avenue
Chicago Office: 333 N. Michigan Avenue

An
Announcement



The
New York American

is now represented in the
national advertising field by

PAUL BLOCK, INC.

with offices in

NEW YORK
BOSTON

CHICAGO
PHILADELPHIA

DETROIT
SAN FRANCISCO

Selecting the Right Salesman for Each Territory

Does Each Territory Call For an Explicit Type of Salesman?

By Frank L. Foreman

Vice-President and Assistant to Salesmen, Peckham-Foreman, Inc.

EXPERIENCE is a wonderful thing, but sometimes I wonder whether we would not be more successful if we did not have quite so much of it.

Take the salesman of today with twenty or thirty years of selling experience. Unless he has forgotten the greater part of that experience, or allowed himself to be reborn every few years, he is lost. What holds good for the salesman holds good for the sales manager.

In hiring a salesman today, the fact that he has been twenty or thirty years with the firm of So & So, covering the same territory, is a great friend of the buyer of —, the owner of —, does not mean what it used to. Salesmen of today are referred to as types, such as the high-powered type, the plugger, order-taker, etc. It is hard to say which is the most successful. I believe each can be successful if placed in a territory where the respective type fits.

The high-powered salesman, if sent to North Dakota, would be a failure. When the year was over, he would find that, even though he might have sold more than the plugger who made it the year before, the net result, after all his high-power sales effort, was disappointing and he would not consider it worth while to continue in that territory. And if he did continue he would find that he had so oversold his trade that his business would fall off sharply the second year while customers were disposing of their excess merchandise.

Sending the plugger to sell Fifth Avenue, New York, or State Street, Chicago, might be equally poor judgment, though some things have happened to me in recent years to make me dubious at times.

Several years ago we had what I consider a very good salesman

covering one of the largest cities in the country. He was certainly the high-powered type, an intelligent man of excellent appearance and a hard worker. He left us to go into business for himself. To cover this city we secured two men, Jones and Brown.

Jones was twenty-eight years old, a man of mediocre appearance with a small man's make-up, though conscientious and sincere. He was a poor conversationalist, anything but a good story teller, and altogether far from a good mixer. His experience covered a period of three years selling small shops.

A Big Order Man

Mr. Brown, a man of good appearance, forty-five years old, a fine though lengthy talker, had been calling only on the big fellows all his life, was used to selling big men and getting big orders. He knew the buyer of — when he was buyer of —, etc. He could go right on the floor of several stores instead of selling the buyer in the sample room.

We did what seemed the logical thing to do; we gave Jones the small accounts and Brown the large ones. That was four years ago. Jones, the small man, has more than doubled the business turned over to him while Brown, the big man, has had no easy time to hold what we gave him.

Through oversight, three *large* concerns which we had never sold before were not held out from Jones, the *small* man. These accounts have all been opened and sold in *large* quantities by the *small* man. What is the explanation for this? Has the small man more than made up in hard work what he lacked in personality or connections? Or, with merchandise men, controllers and what-not that the

large stores have today, has the buyer's authority been so relegated that his importance has been minimized, with the result that a small type salesman will get further with him than the high-powered individual who doesn't talk his language?

In my effort to show the complexity of selecting the proper salesman for each territory, I'm afraid I have drifted a little from my subject. I am happy to say that our method has proved satisfactory, though it is by no means foolproof and I will try to give a couple of concrete examples.

On January 1, 1928, we had the following territories open, which we will designate as Nos. 1, 2, and 3.

No. 1: This territory was a mighty big one to be covered by one man. But when it was sifted down, practically 90 per cent of the possible volume to be gotten was concentrated in a few large spots. It had previously been covered by a man who, purely from the angle of making a sale, was one of the best men we ever had. When he took over this territory, the volume we were getting from it was relatively small. Within three years time he had built up a good volume, and then started slipping. At the end of another two years he resigned. What was the reason for this?

Well, when he started he was all enthusiasm; he knew he had a lot of work to do and he did it. If a town had five prospective customers he worked on them all. His income was greatly increased and he considered himself a big salesman. He reached the point where he felt he could take things for granted. When he got to a town he had his regular accounts and that was that. He felt he did not have to make his territory so thoroughly or as often because the trade knew him and would wait for him. Whenever he found it necessary to use his sales talk, and I have never heard a better one, it annoyed him if the customer only bought a handful. He became restless, dissatisfied, felt he was wasting his high-powered time and took con-

solation in the thought that "things were not what they used to be." Eventually he resigned, but frankly he just beat us to it.

We replaced him with a young man who had never traveled before, but had been a retail clerk. A fine appearing fellow who speaks very little, is very serious minded, a hard worker and not too big to call on the little fellow. The first year he showed an increase of 70 per cent and for the first two months of this year a further gain of 35 per cent over the same period last year, which is really a phenomenal showing.

No. 2: It became necessary for us to ask the man covering this territory to resign, though he had been with us a good many years. He would not or could not cover his territory in a constructive and intelligent manner, but would jump all over it. He would only push the leader in the line and neglect the more important items.

We replaced him with a man of exactly the same type as the trade he has to call on. Not a bright man, but a hard worker and conscientious. He covered the territory systematically and thoroughly, selling practically all numbers. At the end of the first year he showed an 18 per cent increase and for the first two months this year a 60 per cent increase over 1928.

No. 3: This territory was covered by the dean of our salesmen who wanted to relinquish it as he had reached the age and financial position to retire.

We took on what we considered a very hard worker of average intelligence and felt he would really make a good salesman. He did work hard and was conscientious but circumstances reduced his confidence, and he failed to make good. If you asked me to give the actual reason for this man's failure, I could not, except that he worried because his wife was unhappy in her new surroundings and missed the friends and social life she left behind. No doubt whenever he received a letter from his wife or came home he heard of her loneliness and discontent and this might have had its effect on him so that

"TRUE STORY—the only magazine they read."

in this issue

of Printers' Ink you will find the magazine lineage summary for June—completing the first six months of 1929.

True Story shows a gain in lineage of 9.6% for the first half of 1929 over 1928—the greatest percentage of gain of all ten major monthly magazines for this period.

Only four of these ten magazines increased their lineage—True Story and three others. We are pleased—but credit must be given where credit is due. We want to thank our many new advertisers and the hundreds of old ones for their help in achieving this enviable record.

Among the new advertisers telling True Story Wage Earner housewives (some two million of them and they read True Story almost exclusively) about their products—and breaking records for themselves as well as True Story are:

KELLOGG, LUX, WM. ROGERS & SON'S SILVERPLATE, OVALTINE, BORDEN, EASTMAN KODAK, FLORIDA CITRUS GROWERS, JELLO, CARNATION, TUDOR PLATE, NONE SUCH MINCE MEAT, FLEISCHMANN'S YEAST, THOMPSON'S MALTED MILK.

If you are interested in knowing why True Story is considered the "best buy" in the magazine field, write for our booklet entitled "What True Story Means to Business Profits." True Story Magazine, 2716 Graybar Building, New York City, N. Y.

"TRUE STORY—the only magazine they read."

he was in no mental condition to do justice to his line when calling on the trade.

There are so many things that go into the making of either a salesman's success or failure that it is extremely difficult to set down any specific qualifications that a salesman should have to be successful. I don't believe that any territory calls for an explicit type of salesman, though I firmly believe, to be successful in certain territories, he must adjust himself to conditions prevailing there and speak the language of his customers.

It seems to me in handling salesmen that every time I have a definite policy formulated, something happens to upset it. To summarize, I firmly believe that in "selecting the right salesman for each territory," common sense, judgment of human nature and vision play the largest part.

F. W. Lines, Jr., to Direct Walker & Company Sales

F. W. Lines, Jr., for the last several years an account executive of Walker & Company, Detroit, outdoor advertising, has been appointed sales manager of that organization. He formerly had been with the Economist Group of Publications, New York, and the Penton Publishing Company, Cleveland. Previously he was sales and advertising manager of *The Shoe Retailer* and *The Hosiery Retailer*, Boston.

Walker & Company, as previously reported, have acquired control of the Bellows-Claude Neon Corporation, also of Detroit, and the interests of these two companies have been merged under one sales control.

American-La France and Republic Motor Merge

The Republic Motor Truck Company, Inc., Alma, Mich., has been merged with the commercial truck division of the American-La France & Foamite Corporation, Elmira, N. Y. The new company now manufactures American-La France and Republic trucks and Linn tractors.

A. E. Sproul, Jr., Joins O. S. Tyson Agency

A. E. Sproul, Jr., for the last five years production and office manager of the technical publicity department of the Union Carbide & Carbon Corporation, New York, has joined the O. S. Tyson Company, Inc., advertising agency of that city. He will be in charge of production.

New Accounts for Anderson, Davis & Hyde

Sherman & Sons Company, Inc., New York, cotton converter and distributor of Pointer Brand fabrics, has appointed Anderson, Davis & Hyde, Inc., advertising agency of that city, to direct its advertising account.

The E. M. Trimble Manufacturing Company, Inc., Rochester, N. Y., "Nurseryland" juvenile and infants' furniture, has also appointed Anderson, Davis & Hyde, Inc., to direct its advertising account. Magazines will be used.

Join Postum Company

Curtis H. Gager, formerly advertising manager of The Welch Grape Juice Company, Westfield, N. Y., and James F. Wallace, formerly advertising manager of the Certo Corporation, Rochester, N. Y., have joined the advertising department of the Postum Company, Inc., New York.

Mr. Gager will have charge of the advertising of Hellman's Blue Ribbon Mayonnaise and of La France laundry products, and Mr. Wallace will do special advertising work for several of the Postum company's products.

Appointed by New York "World" and "Evening World"

George M. Gladding, formerly in charge of the Detroit office of the St. Louis *Post-Dispatch*, and Noel C. Breault, formerly with the New York *News*, have joined the national advertising staff of the New York *World* and *Evening World*. Mr. Gladding will cover general accounts from the Detroit office and Mr. Breault will be engaged in a similar capacity in New York territory.

A. R. Hopper with Tuthill Agency

A. Raymond Hopper, formerly vice-president in charge of copy and plans of the George C. Sherman Company, New York advertising agency, has joined the Tuthill Advertising Agency, Inc., New York, as an account executive.

G. S. Jay Advanced by Pro-phy-lac-tic

George S. Jay, director of domestic and foreign sales and advertising of the Pro-phy-lac-tic Brush Company, Florence, Mass., has been elected vice-president in charge of sales and advertising.

Appoints Theis & Simpson Company

The Plattsburg, N. Y., *News* has appointed the Theis & Simpson Company, Inc., publishers' representative, New York, as its national advertising representative.

**TO WHAT NEWSPAPER
DOES THIS DEFINITION
EMPHATICALLY APPLY?**

HONORABLE GERALD P. NYE,
United States Senator from North
Dakota, recently read into the Congressional Record an address on "Newspapers and the Public," by William H. McMasters, in which he said:

"Here is my definition of a real newspaper: An independently owned medium, giving unbiased news to its readers, honest in its editorial opinions, supported by clean advertising, and doing its best to be fair to the public as a whole."



Houses we never see, doors we never open

THE size and congestion of New York appall the newcomer. After much confusion, he finds his way around; once found, he keeps it. Day after day, his route runs down the same streets, avoiding other avenues. There are thousands of streets he never tries, thousands of buildings he never sees, thousands of doors he never opens, thousands of people he never comes to know.

Likely enough, the newspapers now resemble the city — bulky pages of print the reader has no opportunity to peruse.

In the golden age of the New York newspaper, Dana's famous Sun of four pages could be thoroughly read. Today's paper of sixty odd is seen only in part and never wholly read.

The path of the reader's interests and eyes follow certain pages and certain places on the page. There are streets he never tries — some advertisers' invitations. Houses he never sees — some advertisers' names. Doors he never opens — some advertisers' opportunities. And

people in print he never comes to know — some of whom may be you!

YOUR problem of reaching the New York prospects is not only inter-paper, selection of the right media; but intra-paper, selection of the right place. The trend is either back to Dana or on to something better—the small-size newspaper.

Ten years ago, the pictorial small-size News was started — to fit New York. A paper with a five column, thousand line page — limited in size, condensed in content, inviting with illustration, alert with attractions. It can be handled easily anywhere and read within the limits of the reader's time. Small pages, and something on every page to see. Here the advertiser is on the traveled path, buys attention with white space. And the space limitations of the small-size paper occasion less competition between advertisements.

The value of this kind of newspaper to the reader is evidenced by its success — the largest circulation in America — 1,343,548 copies a day (May 1929 average). And advertisers are recognizing the peculiar efficacy of The News as an advertising medium by the purchase of a million lines a month of the highest priced newspaper space in this country.

The News can do a better job for you in New York! Investigate!



THE NEWS

New York's Picture Newspaper

25 Park Place, New York

Tribune Tower, Chicago Kohl Building, San Francisco

Northwestern Agropolis



- the
~~Unknown~~
City

More than a million and a half people live and buy in it.

Property investment—nearly six billion dollars.
Annual income—more than eleven hundred million dollars.

This is Agropolis, the farm population of the Northwest. Nearly twice the combined population of the Twin Cities and Duluth. The dominant area whose trade means success or failure for Northwestern merchants.

Our new illustrated book tells the story of this remarkable Northwestern Agropolis. Ask for a copy of this unusual document.

THE FARMER
Farm, Stock & Home

55 E. 10th St.
St. Paul, Minn.

Standard Farm Papers, Inc.,
307 No. Michigan Ave.,
Chicago, Ill.



Wallace C. Richardson, Inc.,
250 Park Avenue,
New York

Member Standard Farm Paper Unit

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Court Upholds Finding Against Advertising Agency

Suit for Commissions, After Transfer of Account by Client, Lost Because Agreement Did Not Amply Provide for Such Contingency

A COURT decision, recently rendered, denied the claim of an advertising agency for commissions amounting to about \$5,000 on work prepared for a client who, in the interim between placing of copy and its publication, transferred his account to another agency. The reasoning, both in the decision of the lower court and a court of appeal, which found adversely for the agency, holds particular significance inasmuch as it emphasizes the necessity for agreements and contracts which specifically guard the interests of the agency.

One contingency that should be anticipated by express stipulation concerns protection of the agency for work done up to such time as relations cease with its client. From a study of the litigation under discussion, it was apparently a lack of express understanding in the wording of the agreement which, by court interpretation, cost the plaintiff its case.

The suit concerned a claim brought by Huber Hoge, Inc., New York advertising agency, against Smith & Wesson, Inc. Both parties to the suit concurred in the facts of the case, which may be summed up as follows:

Louis J. Goldman, representing Hoge, solicited the account of Smith & Wesson. A letter he wrote embodied the agreement between plaintiff and defendant. This read in part:

As stated to you, we have no contracts, but merely that we may have an acknowledgment that embodies the mutual understanding of our business methods, I am setting them down herewith.

We charge the advertiser card rates on all magazine and newspaper advertising, except where we are allowed more than the customary 15 per cent, on which we charge you 15 per cent above cost to us.

On all art work, electrotypes, type-setting or other mechanical work ordered on your account, we will charge cost plus 15 per cent.

This agreement is terminable at any

time simply upon notification, and we merely ask protection on any current commitments made on your request.

Your acknowledgment of this letter constitutes our authorization.

Work was done for the client, copy placed and published and, with remaining insertions in the campaign agreed to by the advertiser, Mr. Goldman who obtained the account changed his position. With his joining another agency, Smith & Wesson informed Hoge of its desire to have its account follow the solicitor, taking advantage of that part of the foregoing letter which reads, "This agreement is terminable at any time simply upon notification." The remainder of the sentence constituted one cause of dispute. This read, "and we merely ask protection on any current commitments made on your request."

The other point at issue involved an interpretation as to what might be construed as "current commitments." What was the understanding of Smith & Wesson is implied in a letter to Hoge which asked that

any or all bills whatever which may be outstanding for amounts due your organization in the preparation of plates, art work, copy or other charges incident to preparation of same, be immediately forwarded to us in order that we may send our check in full to wind up the entire matter.

Hoge pointed out that all work on the campaign had been completed and approved by the client, that plates were with publishers for remaining insertions on schedule and that, while instructions for transfer would be followed, Hoge explained that it earned commissions not by selling space but by work done for the advertiser.

About the same time as this exchange of correspondence, Hoge received notification from the Curtis Publishing Company that it had instructions to transfer to the

Spafford Company, Boston advertising agency, insertions to completion of order and that it was receiving formal order from Spafford.

Therefore, while all facts were undisputed, the suit did seek legal recourse for interpretation of "current commitments." Defendant argued that this was art and mechanical work. Plaintiff contended that such work was but one phase of advertising production and, comparatively, a small phase; that there were the proportionate expenses of copy writers, art directors and space buyers, in short, that brain work of specialists is what constitutes agency service. Because of expense involved, Hoge contested the claim of Smith & Wesson, who maintained that by paying for art and mechanical work they had full rights to the use of material prepared for them.

The suit was first brought to trial between the District Court of the United States for the District of Massachusetts. Judge Brewster, in his opinion, found for Smith & Wesson. Pertinent statements in his opinion are quoted:

Plaintiff's case proceeds on the assumption that the words "we merely ask protection on any current commitments made on your request," appearing in its letter of January 23, are meaningless and are to be given no force or effect. It is a familiar rule of construction that a contract should, if possible, be so construed as to give effect to all parts of it. I am not persuaded that these words have no legal significance. Obviously the defendant read them as a true definition of its obligation in case of termination and proceeded accordingly.

No suggestion has been made by counsel, nor was there any evidence to warrant a jury in finding bad faith on the part of the defendant or that it derived any pecuniary advantage in changing agents. The Spafford Company, Inc., was the one that profited by the change more than the defendant. While the conduct of the plaintiff's former employee, Goldman, may not be altogether praiseworthy, I am unable to discern any particular reason why the defendant should be called upon to make good the loss sustained by reason of such conduct if the defendant had a right to place its advertising through another agency.

Furthermore, it must not be overlooked that the plaintiff, in cancelling its orders with the publishers, acquiesced in the change of agents. As a result of this cancellation, bills were rendered to the defendant through the

Spafford Company rather than through the plaintiff. If the plaintiff in so doing proceeded upon a misconception of its rights and duties in the premises, it created a situation as a result of which it was unable to obtain from the publisher the commission which it otherwise would have received. No liability on the part of the defendant could be created by the plaintiff by merely notifying the defendant that it would pursue this course and would look to the defendant for the commissions or differentials.

There also is evident, in Judge Brewster's opinion, information which should impress upon advertising agencies the desirability of implicit contractual agreement to cover all points peculiar to relations among agency and client and publisher. Many contracts seemingly are all right until they are brought into court where, because of unfamiliarity with industry practice, they suffer for lack of understanding of the business. The agency must guard against confusion of these relations with relations as they exist between other forms of agencies and principals.

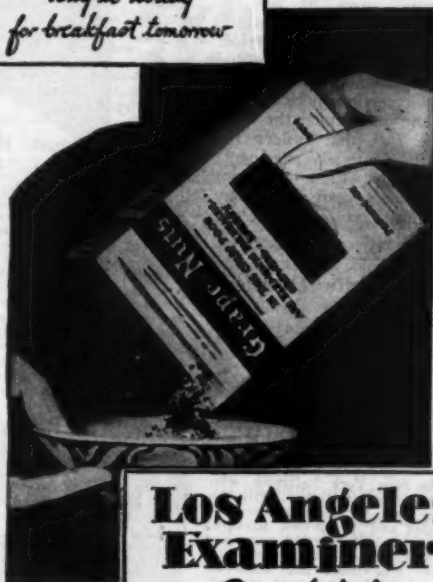
For example, Judge Brewster's opinion, referring to the Hoge agency, states: "In the course of its advertising business, it solicits advertisements for magazines and newspapers." Again, he states: "The publisher sends to the plaintiff a bill for the advertisement, which bill the plaintiff sends to the advertiser, who remits the full amount of it to the plaintiff. From this amount the plaintiff deducts his commission, which is usually 15 per cent, and remits to the publisher the balance. The actual expense of preparing the matter for publication is paid by the advertiser at cost plus 15 per cent."

The reason for these misconceptions of the business of an advertising agent is to be found in the statement further on in the opinion, where Judge Brewster states: "I entertain some doubts as to just what was the relationship created by the correspondence and dealings of the parties," and then set forth his assumptions.

On appeal of the case to the U. S. Court of Appeals for the First Circuit, the ruling of the lower court was upheld. The stipulation pertaining to cancellation of

Grape-Nuts

*Buy it today
for breakfast tomorrow*



Los Angeles Examiner

*Buy it today
for results everyday*

THERE'S A REASON..



The Los Angeles market is the fifth largest in the United States.



The Examiner has the largest home-delivered circulation of any newspaper on the Pacific Coast.



The Examiner has the largest net paid daily and Sunday circulation of any morning paper west of the Missouri.

The Examiner has had the greatest growth since the last census (1920) of any newspaper on the entire Pacific Coast.



The Examiner is one of the 25 Hearst newspapers read by over 20,000,000 people. It is a member of the International News and Universal Services, of the Associated Press and the Audit Bureau of Circulations.

the agreement, ruled the Court, left no legal room for the plaintiff's contention that it had a continuing right for commissions on the remaining half of the schedule approved by the defendant for advertising. The orders given by the plaintiff to the publishers, in the opinion of the Court, were not "commitments" made at the request of the defendant within the fair meaning of the stipulation. "They were nothing but revocable orders, which, in fact, plaintiff canceled after receiving notice from the defendant," continued the decision. "The fact that orders for publishing the same advertisements were made by the defendant through another advertising agency gave the plaintiff no legal cause for complaint."

Another Publicity Detector

In order to cope with the flow of free publicity to newspapers from the steadily growing number of free publicity bureaus, the Publishers' Association of New York has organized a special committee to deal with the problem. This committee will have at its service a paid secretary who will examine material which member publishers will forward to this central collection bureau.

Andrew Ford, formerly managing editor of the New York *Telegram*, who has been appointed secretary, will devote all his time to studying the material gathered and its sources, advising publishers of such legitimate news releases which he is able to discover in the bids for free space that come to them. It will be an important part of his work to uncover the identities and relationships of sources of information which are shrewdly masked to hide their publicity sponsorship.

Edwin S. Friendly, business manager of the New York *Sun*, is chairman of the publishers' free publicity committee. While the bureau has only recently started to function, already it is evident that its establishment will be a great aid to newspaper editors in putting them on their guard against attempted impositions. An examination of material gathered reveals that the strongest efforts of free publicity agents is directed toward women's pages, with feature pages next in order.

Macfadden Starts Tabloid at Detroit

The Macfadden Publications have started a daily tabloid newspaper at Detroit under the name of the *Detroit Daily*. Lee Ellmaker is vice-president and general manager of the new paper. Jack Burkhardt is managing editor.

J. H. Erickson Wins Mt. Tom Golf Tournament

From a field of almost a hundred advertising men, J. H. Erickson won first honors in the seventeenth annual golf tournament of the Massachusetts Advertising Association, which was held at the Mt. Tom Golf Club, Holyoke, Mass., June 3 and 4.

Elliott D. Odell was second with a net score of 72, three more than the winner. The low gross score of the tourney, 80, was made by R. Murray Purves. Ray G. Maxwell scored a net of 82, and J. F. O'Connell a gross of 83.

A banquet, at which prizes were awarded the winners, marked the end of the tournament.

W. M. Clemens Buys Interest in Flushing "Journal"

W. M. Clemens has purchased an interest in the Flushing, Long Island, N. Y., *Evening Journal* from William H. Johnson and will take charge of that newspaper as general manager. Mr. Johnson will continue as president while Joseph R. Hemler, who has been general manager, becomes business manager. Mr. Clemens, who at one time was secretary of the Southern Newspaper Publishers' Association, became associated with Frank E. Gannett in 1926 when he was made managing editor of the Rochester, N. Y., *Times-Union*.

Glen Buck Receives Honorary Degree

An honorary degree of Doctor of Business Administration was conferred upon Glen Buck, head of the Glen Buck Company, Chicago advertising agency, by Lawrence College, Appleton, Wis., at its Commencement Day exercises early this week. Award of this degree according to Dr. Henry M. Wriston, president of the college, is given as a tribute to the growing significance of business in the modern world.

Kelly, Spline & Watkins Appoints F. J. Best

Francis J. Best has been appointed general manager of Kelly, Spline & Watkins, Inc., New York advertising agency. He was at one time advertising manager of R. H. Macy & Company, New York, and later was with Hanft-Metzger, Inc., New York advertising agency, and with Saks & Company, also of that city.

Grace & Holliday Appoint W. K. Ziegfeld

William K. Ziegfeld has been appointed a vice-president of Grace & Holliday, Detroit advertising agency. He joined this agency three years ago, having previously been on the business staff of the New York *Times*. He had also been with *Time* and the Life News Syndicate, both of New York.



ONE OF THE 506 EXCLUSIVE ACCOUNTS

"Trupak" quality canned foods is another of the 506 Nationally Advertised Products that used The Examiner exclusively in San Francisco during 1928. Women of the San Francisco market follow religiously the advice of The Examiner's famous authority on food preparation, Prudence Penny—and advertisers who appeal to them naturally reap the benefit of volume sales.

NOTE: This does not include 102 Exclusive Financial and Automotive accounts, which bring the total to 608.

San Francisco Examiner
Monarch of the Pacific
America's Finest Newspaper
Published Daily except on Sundays and Public Holidays
1929

'One of the 28 HEARST NEWSPAPERS read by
more than twenty million people

Member International News Service and Universal Service

Member of Associated Press

Member Audit Bureau of Circulations

W. W. CHEW
285 Madison Ave.
NEW YORK CITY

A. R. BARTLETT
3-129 General Motors Bldg.
DETROIT

J. D. GALBRAITH
612 Hearst Bldg.
CHICAGO

T. C. HOFFMEYER
625 Hearst Bldg.
SAN FRANCISCO

More Proof of It

*Good Housekeeping
Studio of
Furnishings & Decorations*

John N. Adam & Co.

J. N. ADAM & Co.
DEPARTMENT STORE
BUFFALO, N.Y.

NEW YORK OFFICE
175 FIFTH AVENUE, N.Y.

PARIS
110 RUE DE LA PAIX

LONDON
100 REGENT STREET

BERLIN
100 WILHELMSTRASSE

FRANKFURT
100 MAINSTRASSE

VIENNA
100 KARBONADENSTRASSE

BRUSSELS
100 RUE DE LA VIOLETTE

FLORENCE
100 VIA DE' TORNABUONI

Miss Helen Knoss,
Good Housekeeping,
57th St., at Eighth Ave.,
New York, N. Y.

Dear Miss Knoss:

The second issue of your "Monthly Merchandising Service" has been received and we are much impressed with its practicability. It would be much appreciated if you will have copies mailed to the following:

- Mr. John Russett, Display Manager
- Mr. C. D. Ryan, Merchandise Manager
- Mr. M. Bostrin, Merchandise Manager
- Mr. B. Sandberger, Manager 50 Dept.
- Miss Emma Steele, Artist
- Mr. E. D. LeCompteur, Copywriter
- Mr. S. Waterbury, Buyer of Stationery
- Mr. S. F. Wilson, Buyer of Kitchen Furniture
- Mr. J. F. Madsen, Buyer of Linens, Bedding
- Mr. E. J. Madsen, Buyer of Silverware
- Miss M. Madsen, Buyer of Art Goods
- Mr. L. J. Wagner, Buyer of Pictures
- Mr. E. Brand, Buyer of China and Glassware

The address in each instance is J. N. Adam & Co., Buffalo, N.Y.

If you prefer, you may send the entire lot in one package to the Fashion Bureau and we will be glad to distribute them to our executives.

To further inflect myself on your good nature . . . I am making a forecast concerning style trends for the Stationery, Silverware and Art Goods Departments . . . will you please tell me the "style trends" as Good Housekeeping sees them.

The next time I shall be in New York, which will be soon, I hope to have the pleasure of meeting you.

Very truly yours,
Allen M. Scanlon
Assistant Director Fashion Bureau.

13 Department
Heads in one
Store read this
monthly Furni-
ture Bulletin.

GOO H

Market Influence

ABOUT a year ago Good Housekeeping Studio of Furnishings and Decorations inaugurated its "Monthly Merchandising Service" for furniture retailers. Now these Bulletins are read by more than two thousand merchandise managers, buyers, stylists and others in leading department and furniture stores. This service tells them what women want. It helps them predict buying trends. It gives them new selling ideas.

And, it is creating wider markets for the furniture manufacturers who advertise in Good Housekeeping. It is extending directly to their retail outlets the consumer interest in their products stimulated by Good Housekeeping's pages.

This is one reason why more of these manufacturers advertise in Good Housekeeping than in any other of the leading women's magazines.

If you desire generous values for your advertising dollars, you will want to consider Good Housekeeping first.

HOUSEKEEPING

— EVERYWOMAN'S MAGAZINE —



The Resort Business is Permanent in MICHIGAN

THE extra vacation business that comes to Michigan each year is particularly valuable because thousands of residents of Illinois, Ohio, Indiana and other states own summer homes at Michigan resorts.

Increased property valuations are concrete evidence of this permanent prosperity that comes to Michigan thru the resort and vacation urge.

Advertising in The Booth Newspapers with their daily circulation of over 280,000 is doubly profitable during the summer months, because of the extra business that is done during these months.

Have you a summer product—if so test it out in The Booth Newspaper Area where success is practically assured.

Grand Rapids Press	Flint Daily Journal
Saginaw Daily News	Jackson Citizen Patriot
Kalamazoo Gazette	Bay City Daily Times
	Muskegon Chronicle
	Ann Arbor Daily News

L. A. KLEIN, Eastern Representative
50 East 42nd St., New York

J. E. LUTZ, Western Representative
180 North Michigan Ave., Chicago

BOOTH NEWSPAPERS, INC.

Central Office, 2500 Buhl Bldg., Detroit or any newspaper listed

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Mr. McFee Rebuts

Winding Up the Case of the Negative Side on the Question: "Do Metaphorical Pyrotechnics Produce Profits?"

By W. E. McFee

Publicity Department, The American Rolling Mill Company

WELL, here is this embryonic advertising business, less than a generation old, and ready to throw to the four winds all the traditions, fundamentals and experience gleaned by dint of intelligent thinking out of many diverse and difficult problems. Reversing the axiom, come hard, go easy.

True enough, Mr. Ellis, the public does not have to read advertising. 'Tis a truism, and a trite one at that. "They don't want to read it" has long been the grim warning held up to the ardent cub.

As a matter of common knowledge—within and without the profession—advertisements are read.

And why? Excluding the connoisseurs, dilettanti, and self-appointed reviewers and critics, we approach the overwhelming majority who read advertisements for purely selfish reasons.

Now what do these millions require of advertising? According to Mr. Ellis' hypothesis, they seek to be entertained, amused, skilfully inveigled into weighing the merits of the product exploited. (Attention, ye future O. Henrys, who now are occupied with the more venal forms of writing.)

If directness and avoidance of circumlocution are virtues in the creation of advertising copy, the disciple of "any method that reaches into the buyer's purse" is ostensibly

off on a tangent that promises to get him nowhere in particular.

As to the technique employed by the individual copy writer, who has any complaint, save the copy chief, or the person or group of persons who function in his stead? Decry metaphor, simile, allegory, or any

other of the various devices that assist the writer to interpret his ideas? Heaven forbid! It is when these artifices run rampant, when they talk extravagantly, when they soar to the cloud-obscured peaks of fatuous bombast that it is high time to call a halt.

But there is a marked difference between well-conceived metaphor and "metaphorical pyrotechnics." Perhaps if Mr. Ellis had withheld his scathing censure while he pondered the meaning (and counted as few as ten) he might have glimpsed the light beyond. Goodness knows, the word

"pyrotechnics" even as it was used, figuratively, admits of but one import. Literary fireworks that flash brilliantly against public credulity for an instant, only to fall to earth as dark, cold fragments.

Let the dead metaphors repose in peace. We have more important business in prospect. 'Tis a heartrending task though, so gird your loins and grasp firmly the two-edged sword. We are about to attack the venerable classics.

IF you are interested in advertising copy in any degree (and who is not?), it will pay you to re-read the article by J. H. S. Ellis in Printers' Ink of May 9, and the article by Mr. McFee in the April 11 issue. Then you will better enjoy and appreciate this rebuttal.

There follows what Mr. McFee has to say about Printers' Ink:

"Your publication is certainly serving the advertising profession admirably. You throw your columns wide open to those who are actually practicing the business, if I may use that term. Your policy is undoubtedly this: Not the opinion of the editorial staff backed by a small esoteric group of outsiders, but a symposium of expressions from the entire profession. Which is well for this advertising business."

Those we do not annihilate we'll scalp, and dangle the tawny hair before the advertisement-reading public. Our audience, you know, reads nothing but advertisements. Here, and *here only*, they find that which tickles their mental palates, amuses them, entertains, instructs and delights. Incidentally, we're going to tell them about Whoosit's Renowned Gadgets, but do not permit that to worry you. We'll summarize the qualifications of our merchandise in the last two or three paragraphs. Meanwhile, we'll ensnare our game with an ancient epic, romance, or anecdote from Plutarch's Lives.

The poor deluded public. And these impoverished classic hounds who must trade on events and fiction of a remote past before they can gain an audition on Products. This age in which we live is so devoid of interest, so dull, drab and decadent. Isn't it a pity, copy writers, that we were not destined for that period when "knighthood was in flower"? Or that era when Diogenes kept Edison-hours without a Mazda? Or when Socrates interrogated befuddled Athenians who sought to penetrate his erudition? Then, perchance we might have indited sonnets that sold—goods, or what have you?

The comparison, or corollary, needs to be carried no farther. If we cannot work in the present, with an eye to the future . . . If we cannot pluck enough illuminating and inspiring material out of the conglomerate mass in which we daily swim, then, indeed, we are an indigent and short-sighted lot. Why should we obliterate, expurgate and desecrate the noble classics when the period in which we live abounds with achievements that have never been matched since this terrestrial globe cooled off and permitted life?

As for this memorizing and quoting of advertisements, excerpts from advertisements and slogans, it may or may not sell products. It would be interesting and informative to obtain a cross-section of "John Public's" roving mind as he settles down to his daily rote.

Pretty words, glib phrases that

roll off the tongue without denting the consciousness? Or words, phrases and sentences that leave as their impress the desire for the commodity, luxury, and necessities that they seek to interpret?

Simple, sincere, direct language seldom fails of its purpose. If that purpose be the dispensing of knowledge concerning a manufacturer's product, even more important the distinction. Not that we advertising scribes need deny our brain-children the jubilant and contagious note of enthusiasm. The sparkle that captivates, the high treble note that rings like a clarion call, the magnetic pull that attracts and holds to the pole of consistent buying—all should and can be present in the scene where advertising copy is created.

Well-Meaning But Deluded Producers

The advertising stage of today is strewn and cluttered with the debris of well-meaning but deluded producers. They set out to engender a playlet and ended by assembling an extravaganza. Whether they were carried away by a too-earnest zeal, and thereby failed to recognize old man Disaster when they met him, nobody knows—save the public that refused to patronize. And, strange to relate, the dear old public still weighs heavily in the affairs of Broadway entrepreneurs and less-glamorous advertisers.

Shall we surround our advertisements with glittering tinsel and pastel patter, or shall we translate our product or service in simple, direct, impelling language? Take your choice, Mr. Ellis, but do not permit the moribund desire for barbaric splendor to swerve you from a prudent course. The pagan glory of the Tartar's court reposes in the crumbling vaults of antiquity, while the stentorian voice of the Machine Age ignores the past and shouts: "The present is conquered—onward into the future!"

Meanwhile the manufacturer who permits his sales-scribe to bask in the public opinion that proclaims: "How cleverly he writes" is losing ground to the astute advertiser

Exclusive Accounts

Although Los Angeles has six newspapers, the following 1901 display advertisers during 1928, gave their entire Los Angeles appropriation to the Los Angeles Times.

Agriculture	121
Automobiles	53
Amusements	5
Banks-Financial	633
Books, Publishers	72
Building Materials	39
Cafes, Restaurants	43
Cloaks, Suits	35
Dentists	3
Department Stores	2
Druggists	3
Electrical Appliances	23
Foodstuffs	22
Furniture	47
Hardware, Plumbing	17
Hotels, Resorts	147
Jewelers	12
Machinery	64
Medical, Sanitariums	108
Men's Clothing	16
Miscellaneous	62
Musical Instruments	3
Office Equipment	7
Proprietary	71
Radio, Appliances	9
Real Estate	184
Schools	72
Shipping, etc.	4
Shoes	3
Sporting Goods	5
Tobacco	1
Transportation	15

Los Angeles Times

Eastern Representatives: Williams, Lawrence & Cresser Co., 360 N. Michigan Blvd., Chicago. 285 Madison Ave., New York. Pacific Coast Representatives: R. J. Bidwell Co., 143 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

who demands the kind of copy that urges: "Let us buy that gadget today."

John Public, I contend, is not interested in a lengthy prelude that attempts to link up Achilles' one weakness with the advantages and comforts of a puncture-proof hot water bottle.

Neither is John Public *lastingly* impressed by flaming metaphors that cross his line of vision for the moment. He's a selfish person, this John Public, when it comes to appealing to his self-improvement, or his desire for comforts, luxuries, conveniences and service.

You don't have to disinter the tome on Psychology to discover that trait. Neither is it necessary to formulate a bristling array of rules and rote-teasers. A pinch of that hardy common sense that guided "Obvious Adams" will anticipate and arm against many a day of mental anguish.

The "rule books" (differing with Mr. Ellis and mayhap the good editor) are written, not by pedagog and veterans grown old in the service of advertising, but by John Public. The pedagog or the veteran is merely the amanuensis.

This is no defense of the rule book, except in certain fundamental concepts. Rule books are useful, to a degree, during that period with which their rules are concerned. A succeeding period sees them obsolete, or at least obsolescent. Then John Public commissions his interpreters to pick up the threads of his new needs and desires and weave them anew into the advertising tapestry.

Yet the heartbreak of it all is that when the tapestry is hung on the wall—in plain view of the whole advertising profession—certain over-zealous devotees insist on getting out their pots and brushes and smudging the symbolic fabric which John Public and his translator have taken such pains to weave. Final shot (pardon the movie nomenclature): "John" retreats in disgust while to the accompaniment of much wailing and gnashing of teeth they who would serve him follow from afar.

Classified Advertising Managers Complete Program

Program arrangements have been completed for the tenth annual convention of the Association of Newspaper Classified Advertising Managers, which will be held at Louisville, Ky., from June 24 to 27. The convention will be opened by J. A. Finneran, of the New York Times, president. Alvin R. Magee, president of the Louisville Advertising Club, will make the address of welcome.

At a luncheon to be held on June 24, the guest of honor will be Governor Simpson, of Kentucky, who will address the delegates on "Can Truth in Advertising Be Obtained Through Legislation?" Judge Bingham, publisher of the Louisville Courier-Journal and Times, will discuss "The Publishers' View of Advertising Censorship." S. C. Speer, business manager of the Toledo Blade, will talk on "What the Newspaper Management Expects of Its Classified Advertising Manager."

During the double sessions which will take place each day, the convention will take up, under the leadership of association members, sales organization, sales promotion, censorship and other problems which enter into the development of classified departments. O. S. Powell, of the Federal Reserve Bank of Minneapolis, will discuss a subject of general interest in his topic, "Business and Economic Conditions of the Country as Reflected in Classified Advertising Linage."

In order that members may be able to gather for discussion of problems of mutual interest, sessions on June 25 have been divided into two groups, one for large newspapers and one for small newspapers.

O. S. Wespe, of the Louisville Courier-Journal and Times, is general convention chairman.

"Alhambra" Starts Publication

The first issue of *Alhambra*, a monthly magazine devoted to Spanish-American literature, appeared June 1. It is published by the Hispano & American Alliance, Inc., New York, with a type-page size of 9½ by 7 inches.

A. Flores is editor of the new publication, other officers including: Gabriel G. Maroto, art editor; Charles J. Drossner, business manager, and Barry Buchanan, advertising manager.

Newspapers to Be Used in Campaign for Tile Industry

The Tile and Mantel Contractors' Association of America, with headquarters at Wilmington, Del., has appointed Gale & Pietsch, Inc., Chicago advertising agency, to direct a special campaign featuring workmanship in the tile industry. Newspapers will be used in cities where there are tiling contractors in addition to a direct-mail campaign covering the building field.

**The Milwaukee
newspaper having
the largest city
circulation cannot
cover more than**

48%

**of Milwaukee's
buying units!**

ASK THE BOONE MAN

**He has some
startling new
FACTS to
prove it!**

"YOU NEED THE NEWS"

One of the twenty-eight Hearst Newspapers read by more than twenty million people,

"YOUR LAST COPY SOUNDED POMPOUS"

TWO weeks ago we published an advertisement in this paper that most of us thought was all right—until one person remarked, "Your copy last week sounded like the pompous stuff that some banks put out."

One criticism of one advertisement shouldn't greatly disturb any advertiser—shouldn't, though it sometimes does.

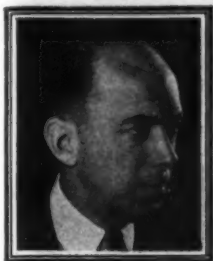
The pictures here are photographs of several of the very human beings who make up the organization that we call "us." Maybe you know some of us. If not, maybe you will some day. And if you find *any* one of us talking, looking, or writing pompously, please shoot him.



R. M. BLANKENBAKER
Account Representative
New York



PAUL STEVENSON
Writer
New York



BOYNTON HAYWARD
Account Representative
New York



KATHERINE MCGOWAN
Checking Department
New York



E. R. PALMER
Account Representative
Chicago



EDWARD A. HOSP
Assistant Account Representative
New York



DONALD VELZEY
Assistant Account Representative
New York

Batten, Barton, Durstine & Osborn
INCORPORATED

ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building • **BOSTON:** 10 State Street • **BUFFALO:** Rand Building



Louisville Dedicates Her Great Memorial Auditorium

Thursday, May 30, Memorial Day, Louisville's new War Memorial Auditorium, built by popular subscriptions and a public bond issue at a cost of \$1,250,000.00, was dedicated to her heroes.

The massive structure of stone does more than provide a vast auditorium and give tangible proof of ever-increasing material wealth—it tells something of the city's progressive spirit and fine ideals.

A fast-moving city is Louisville—a city of Potential Customers with open minds and with money to buy your product.

More dominant now than at any time during their 102 years of constructive influence, The Courier-Journal and The Louisville Times reach practically 100% of ALL buyers.

One simple transaction—ONE low cost.

over
197,000
Daily

over
158,000
Sunday

The Courier-Journal
THE LOUISVILLE TIMES

Represented Nationally by
THE S. C. BECKWITH SPECIAL
AGENCY

Members of The 100,000 Group of
American Cities

Cigarette Advertising Attacked by Senator Smoot

Bill He Submits to Senate Would Place Tobacco and Its Products within Scope of Food and Drugs Act

[EDITORIAL NOTE: Agitation which has been stirred by current cigarette advertising is reflected in a scathing attack which was delivered on the floor of the Senate early this week by Senator Smoot, of Utah. His speech, which is reported in part herewith, was delivered during his introduction of a bill which is designed to empower the Government to proceed against such advertising which it might consider as based on false sales claims or which seeks to encourage a market among adolescents.]

Senator Smoot would have the tobacco industry brought under closer surveillance and control by the Government, through passage of an amendment to the Food and Drugs Act which would include tobacco and tobacco products within scope of the act.]

Senator Smoot: The bill which I now lay before this body, designed to protect public health and public welfare from the further exploitation of irresponsible cigarette interests, provides:

(a) For the inclusion of tobacco and tobacco products within the scope of the Food and Drugs Act;

(b) For the amendment of the Food and Drugs Act, so that claims made for food and drug products in any advertising medium subject to interstate commerce control should be under the same strict regulation now applied to labels or other descriptive matter on, within, or around the container in which the product is packed.

Public interest, efficiency, and economy require the amendment to the Food and Drugs Act, empowering the Food, Drug and Insecticide Administration to proceed against any manufacturer of a drug or food product which public sales claims are partly or wholly unjustified by the facts. The Federal Trade Commission, which now cooperates with the Food, Drug and Insecticide Administration, has no laboratory facilities and no adequate corps of investigators. Procedure is slow, therefore, and in matters affecting public health, vast harm may be done before the Fed-

eral Trade Commission is ready or able to take action in the premises.

This measure is proposed, therefore, to remedy this situation, and in order to avoid duplication, the overlapping of authority, the diffusion of responsibility, and dual expense to the Government. . . .

The bill is designed to meet a problem of such great and immediate importance to public health and of such vital interest to our agricultural producers and business men, that I am confident it deserves and will obtain the support of every member of Congress.

Not since the days when public opinion rose up in its might and smote the dangerous drug traffic, not since the days when the vendor of harmful nostrums was swept from our streets, has this country witnessed such an orgy of buncombe, quackery and downright falsehood and fraud as now marks the current campaign promoted by certain cigarette manufacturers to create a vast woman and child market for the use of their product.

In bringing to the attention of my colleagues in Congress a situation that demands strong legislative remedy, if the health and welfare of the nation is not to be increasingly undermined by an evil which promises to be greater than alcohol, I desire to make it clear that no attack is intended upon the tobacco growers of our country, many of whom are in the grip of pernicious cigarette manufacturing interests; that I realize that many tobacco manufacturers, with a due sense of their social obligations, have refrained and are refraining from exploiting public health in the sale of their products; and that the use of tobacco as a moderate indulgence by adult people is not in question.

I rise to denounce insidious cigarette campaigns now being promoted by those tobacco manufac-

turing interests whose only god is profit, whose only bible is the balance sheet, whose only principle is greed. I rise to denounce the unconscionable, heartless and destructive attempts to exploit the women and youth of our country in the interests of a few powerful tobacco organizations whose rapacity knows no bounds.

Whatever may be said of tobacco as a moderate indulgence, it is clear that the issue raised before the country in some of the current cigarette campaigns is the issue raised by urging excessive cigarette smoking; by flaunting appeals to the youth of our country; by misrepresenting established medical and health findings in order to encourage cigarette addiction.

These great cigarette campaigns, into which millions are being poured in order to create new armies of cigarette addicts, have been accompanied by a barrage of the most patent hypocrisy.

"There is not the slightest basis, either in this company's advertising or radio broadcasting, for any suggestion that this or any other tobacco company is planning to create a vast child market for cigarettes," George Washington Hill, president of the American Tobacco Company, has protested in the newspapers. "I should be as shocked," he has declared, "as anybody if a tobacco company should undertake to appeal to adolescents."

What is to be said for such a statement when, at the very moment that this is written, the American Tobacco Company dares to flaunt on the outdoor bulletins of the nation, posters showing an adolescent girl smoking cigarettes?

C. B. Eames with San Francisco "Call"

Clifford B. Eames has been appointed promotion manager of the San Francisco *Call*. He was formerly with the San Francisco office of The H. K. McCann Company.

W. H. Southwell Leaves Morris & Company

W. H. Southwell has resigned as sales and advertising manager of Morris & Company, Inc., of Groverville, N. J.

H. B. Richmond, President, Radio Manufacturers

H. B. Richmond, treasurer of the General Radio Company, Cambridge, Mass., was elected president of the Radio Manufacturers' Association at its convention at Chicago last week. The following vice-presidents were elected: Morris Metcalf, American Bosch Magneto Corporation, Springfield, Mass.; Henry C. Forster, Utah Radio Products Company, Chicago, and William Sparks, Sparks-Withington Company, Jackson, Mich. T. K. Webster, Jr., of the Ekko Corporation, Chicago, is the new treasurer.

The new directors are: H. C. Fox, Columbia Phonograph Company, New York; George C. Furness, National Carbon Company, New York; Ralph H. Langley, Crosley Radio Corporation, Cincinnati; B. J. Grigsby, Grigsby-Granow Company, Chicago; A. G. Messick, United States Radio & Television Corporation, Chicago, and Mr. Richmond and Mr. Forster.

Irving-Pitt and Wilson-Jones Consolidate

The Irving-Pitt Company, Kansas City, Mo., has been merged with the Wilson-Jones Company, Chicago. Both companies manufacture loose-leaf devices. The Irving-Pitt firm retains its identity and a separate corporate existence, and will be known as the Irving-Pitt Division of the Wilson-Jones Company.

C. M. Conger, president of the Irving-Pitt Company, and Clarence B. Irving, vice-president, have been elected vice-presidents of the Wilson-Jones Company. They will continue in charge of the Irving-Pitt division.

Campaign Planned for Michigan Chicks

An advertising campaign is being planned for next fall by the Michigan Poultry Improvement Association, according to Dr. L. E. Hasley, Grand Rapids, president of the organization. The purpose of the campaign will be to stimulate demand for Michigan accredited and certified chicks. Newspapers and farm journals in Michigan will be used.

New Account for Vanderhoof Agency

Lauber and Lauber, Chicago manufacturing chemists, have placed their advertising account with Vanderhoof & Company, advertising agency of that city.

Jack Hyde has been appointed advertising manager of *Plumbing and Heating at a Profit*, Boston, effective June 18. He was formerly New England representative of the *Plumbers' Trade Journal*.



CHAS. S. CHAPMAN

ILLUSTRATOR



McCALL'S

A MAGAZINE FOR WOMEN

Louis Wiley Honored

REPRESENTATIVES of the publishing and advertising businesses and residents of Rochester, N. Y., all friends and associates of Louis Wiley, gathered on the recent occasion of his sixtieth birthday to pay him tribute. As a native son of Rochester, many of the speakers voiced their pride in Mr. Wiley's distinguished career in journalism and in public service.

At a testimonial banquet, attended by more than 300 friends, speakers reviewed events in the career of their guest of honor. Adolph S. Ochs, publisher of the *New York Times*, recalled the day when Mr. Wiley, now and for many years business manager of the *Times*, but then a young man in his twenties, called on him for a position. The applicant had had some newspaper experience, notably in Rochester, and had gone to New York to seek a larger field. He accepted a modest position and a modest salary.

"Twenty-five years afterwards, on the occasion of the silver anniversary of my ownership and control of the *New York Times*," said Mr. Ochs, "I made a public declaration with respect to Mr. Wiley which I now wish to reiterate with emphasis, to wit:

I desire publicly to acknowledge and express my sense of obligation . . . to Louis Wiley, the business manager who has been associated with me almost from the beginning, particularly devoting himself to the circulation and advertising departments that have furnished the bones and sinew to the business, and who has, while maintaining the very highest standard of business ethics, extended the greatest courtesy and painstaking attention to all having occasion to have transactions with the *Times*. . . . No one has been more earnest and faithful to the duties that have come under his management; and these have been multifarious, and he has made himself, as he is, an integral part of the institution.

Messages of good-will were received from many prominent individuals, including tributes from President Hoover, Calvin Coolidge, Governor Roosevelt, Owen D. Young, Chief Justice Taft and Alfred E. Smith.

The testimonial which was ar-

ranged by the Rochester Press Club, largely through the efforts of William F. Butler, president, was given permanent expression in the presentation of a bound volume which contained personal greetings from more than 200 individuals prominent in American life and from foreign dignitaries. Presentation was made, on behalf of the club, by Frank E. Gannett.

T. W. Gulley Made Vice-President of Nesco Stove

Thomas W. Gulley, formerly general sales manager of the National Enameling and Stamping Company, Milwaukee, manufacturer of Nesco stoves, has been elected vice-president in charge of sales. He is succeeded as general sales manager by William Kelly, formerly assistant general sales manager.

P. H. Rangere Joins Butler Brothers

P. H. Rangere, for the last two years advertising manager of O'Connor, Moffatt & Company, San Francisco department store, has joined Butler Brothers, Chicago, as central sales promotion manager. He was, at one time, advertising and sales promotion expert with the extension division of the University of Minnesota.

Start Dallas Advertising Business

John P. Dewey, for several years with the advertising staff of the Dallas, Tex., *News*, has formed an advertising business with Morelle K. Ratcliff, at that city. Mr. Ratcliff has been conducting an advertising service at Dallas for three years.

J. C. Stack with "Chain Store Review"

Jack C. Stack, formerly publicity manager of the Eastern Advertising Company, Boston, and, more recently, New England representative of Visigraphic Pictures Inc., New York, is now advertising manager of *Chain Store Review*, also of New York.

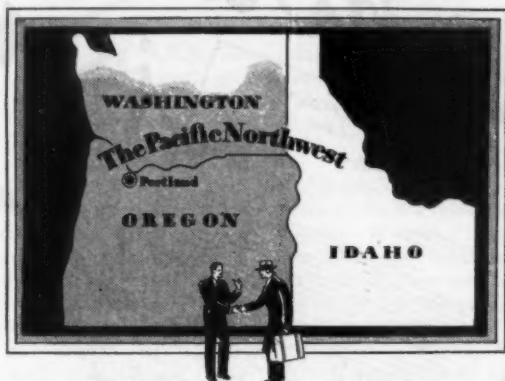
Takes Over Selling Rights on Set-O-Type

The American Multigraph Sales Company, Cleveland, has taken over the selling rights in the United States and foreign countries, of the Set-O-Type, manufactured by The Typographic Machines Company, Dayton, Ohio.

With "College Humor"

Miss Reta E. Cowles has joined the editorial staff of *College Humor*, New York, as fashion editor.

How to increase sales



in the Portland District

TAKE the fertile sales field of Oregon and Southern Washington—where a million and a quarter population represents the nation's 5th richest per capita market. Go after consumer action by securing consumer confidence. Go after volume by securing thorough advertising coverage.

... To accomplish these results use *The Oregonian*, for the reason that during the 78 years of its existence it has built up unparalleled reader confidence and a larger circulation than any other Northwest newspaper... Write for *The Oregonian Market Book*. Then you'll understand thoroughly the importance of *The Oregonian* in helping you to increased sales in this rich market.

The Oregonian

PORTLAND, OREGON

Circulation: over 109,000 daily; over 172,000 Sunday

Nationally Represented by VERREE & CONKLIN, INC.

NEW YORK
185 Madison Ave.

CHICAGO
333 N. Michigan Ave.

DETROIT
311 Lafayette Blvd.

SAN FRANCISCO
Monadnock Building

Enclosed is much



STYLE SOURCES

Formerly *Women's Wear Magazine*
21,268 net paid (ABC)

MEN'S WEAR

The Men's Style Authority
14,385 net paid (ABC)

FAIRCHILD'S INTERNATIONAL (PARIS)

An International Textile and Style Monthly—8,000 distribution

WOMEN'S WEAR DAILY

The Retailer's Newspaper
29,634 net paid (ABC)

DAILY NEWS RECORD

Textile-Apparel News and Ideas
12,885 net paid (ABC)

MAN—and his clothes (LONDON)

British and Continental Style News—11,000—over 9,000 net paid

RETAILING

A Weekly Newspaper of Modern Distribution Methods
Established Jan. 5, 1929

FAIRCHILD BULLETINS LONDON—PARIS

FAIRCHILD TRADE DIRECTORIES
of the
Textile-Apparel Field

FAIRCHILD TEXTILE-APPAREL ANALYSIS

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PARIS

check

FOUR simple words, turning up daily in our mail, accompanying an individual's subscription to the Daily News Record. Yet we never fail to get a thrill of pride from them. For those four words speak volumes.

The Daily News Record subscription rate is twelve dollars a year and there are no exceptions, premiums or quantity discounts. People don't pay as much as that out of their private pockets for a trade publication unless that publication is of exceptional value.

Yet 18.6% of the Daily News Record's circulation is paid for by business men out of their own pockets. The greater part of that paper's subscriptions are, of course, paid by firms, for every important firm in the textile-apparel business recognizes the value of the Daily News Record. But the number of individual subscriptions, 1072, to be exact, is significant.

It means that the Daily News Record is an exceptional publication. It is, in fact, the only publication of its kind. Manufacturers, wholesalers and retailers alike rely implicitly on it for market quotations of raw materials

and finished goods, for complete news of the \$8½ billion dollar textile-apparel trade, for credit, financial and personal news and for up-to-the-minute advice on style trends and tendencies in men's wearing apparel.

It means that the Daily News Record is studied with exceptional attention by its readers. Few other publications of any sort are so regularly clipped, marked and routed around offices. It is no uncommon thing for executives on extended trips to have the Daily News Record follow them, day by day, city by city, across the continent.

If there is any greater recommendation of an advertising medium than this phenomenal interest of its readers, we do not know it.

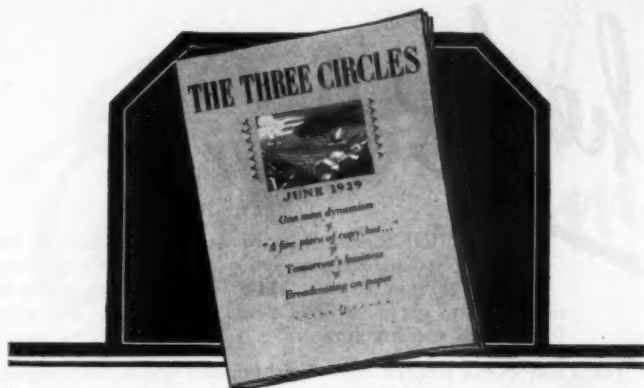
The part which trade papers play in influencing distribution by reaching key men is best described in the analysis, "Trade Advertising," compiled by our Marketing Research Department. It is available on request.

The FAIRCHILD PUBLICATIONS

8 EAST 13TH STREET

NEW YORK

CHICAGO	BOSTON	PHILADELPHIA	WASHINGTON	ROCHESTER
ST. LOUIS	LOS ANGELES	DALLAS	TROY	SAN FRANCISCO
PARIS	VIENNA	LONDON	BRUSSELS	BERLIN



"Here's the 120th issue of The Three Circles."

"What's The Three Circles?"

"It's the little magazine put out by Evans-Winter-Hebb, the direct advertising people. Any organization that can keep on discussing direct advertising in such an interesting and practical way every month for ten years must have made a real study of the subject—should be able to help us get better results from our direct advertising."

"Let's get in touch with them right away."

EVANS-WINTER-HEBB Inc. Detroit

820 Hancock Avenue West

Columbia 5000

New York

1950 Graybar Building

Lexington 9113

Chicago

180 North Michigan Avenue

Suze 3197

The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis • Plan • Copy • Design • Art • Engraving
Letterpress and Offset Printing • Binding • Mailing

Behind Every Sale There Is a Credit-Selling Angle

Only by a Close Alliance Between the Sales and Credit Departments
Can Today's Complex Marketing Problems Be Solved

By Walter F. Wyman

General Sales Manager, The Carter's Ink Company

"THERE is a penalty of years of imprisonment for raising checks."

Not once but a dozen times in a dozen years I have made this statement to some new member of our sales department clerical staff. And never has there been a second case of a most insidious form of "check raising" by the same individual.

Here is the stage setting. A telegram from a customer reads: "Add to Order 7738 twenty-four dozen number one forty-one." The sales department investigator, with commendable intelligence, goes direct to the outgoing traffic section, discovers that the customer's order is about to be loaded in a car and increases the quantity of "Quarts Ryto Ink" by the twenty-four dozen requested—changing the shipping order to agree with the facts.

With a glow of pride he returns to his desk and dictates:

Office Supplies & Equipment Company,
Officetown, Texas.

Attention Mr. A Good Buyer
Gentlemen:

You will be pleased to know that your wire of the 8th reached us just as your order number 7738 was being loaded in the April Officetown car. By prompt action we were able to include the twenty-four dozen No. 141 quarts Carter's Ryto Ink of which you were in need.

It is always a pleasure to be of service to you—and we take advantage of this opportunity to thank you for the courtesies extended our Mr. James F. Representative when in Officetown.

THE CARTER'S INK COMPANY,
Arthur D. Johnson,
Sales Order Department.

The incident forgotten, Arthur D. Johnson is amazed when he is asked if he intends to continue to raise checks. And when he is shown that without the slightest authority he delegated to himself the duties of the credit manager

by passing credit on the \$216 which his pencil added to the outgoing order, he is astounded. But he is quick to see that he has, in fact, "raised a check," for on a shipping order bearing the credit manager's initials authorizing shipment of merchandise of a certain value he has increased the amount at risk—thus clearly usurping a credit prerogative.

The two questions that each member of our inside marketing organizations are taught to ask themselves in connection with every customer or prospective customer contact are:

1. Where is the salesman?
2. What is the credit angle?

And I rate them as of equal importance—based on observation of thousands of cases.

At the bottom of a customer's order is the question, "When will this order be shipped?" The sales department may regard this purely as a stock and traffic query. The sales clerk knows that stocks on the shipping floor are adequate and that a car is leaving that week for the customer's city. But until he has ascertained whether or not the credit department will approve that order, the sales clerk cannot

MR. WYMAN has been vice-chairman of the National Association of Credit Men; chairman of several committees of the Boston Credit Men's Association, and called and presided at a conference on credits with over 1,500 delegates attending.

When he advises, therefore, that the question "What Is the Credit Angle of this Sale?" be constantly asked, he speaks from knowledge of both the credit and sales ends of business.

wisely write the customer the date his order will be shipped.

A letter from a salesman reads:

While en route to Nashville I traveled with Edgar Robinson of National Office Supplies Mfg. Co. He tipped me off to the opening of a new stationery store in Jonesville under the name of Martin & Martin. As I shall not make Jonesville again until late August, please send them full dope on all three lines with quantity discount schedule on each. Try to land an ink order for the August car showing them the saving over L.C.I.

But before the sales department writes on even such a promising tip, there is the credit angle to be determined. For we endeavor not to solicit orders until investigation has shown that when orders are received they can be fairly credited.

Behind every sale there is a combined sales and credit angle. It is grossly unfair, for example, to sell a man who has no intention of paying. That man may sell the merchandise at any price and still make a profit of his entire re-sale price. Bluntly, such a sale places customers paying 100 cents on the dollar in direct competition with a man who pays zero cents on the dollar.

Thus it will be seen that it is not merely a question of not being paid for merchandise shipped. Primarily it is a matter of protecting established trade outlets against unfair competition. And there is no more irritating form of unfair competition than price cutting by a competitor whose goods cost him nothing.

Recently a certain manufacturer aroused a storm of bitter antagonism within his clientele. The "New Business Section" of this large corporation bought a list of 8,000 prospective customers. This was in the specialty shop field—one in which this manufacturer had but little representation or experience.

The manufacturer then turned loose a direct-mail campaign of eight mailings—and in doing so turned loose a monster!

For no one had thought of the credit angle. The purchased list had apparently been made up from the classified sections of telephone

directories. It included the very finest of specialty shops, together with cut-price shops and low grade "holes-in-the-wall." Because of the great appeal of the direct-mail campaign, scores of orders came for "Special Assortment AA1."

This assortment was attractively priced—and totalled only \$37.75. It sold like the traditional hot cakes because of the appeal of the novelties excellently portrayed. Both the exclusive shops and the "holes-in-the-wall" sent in orders—orders so small that they were usually credited.

Then the trouble began. Those who had been ardently and persistently wooed only to be spurned were resentful.

Particularly resentful were the "summer shops"—a most desirable type of distributor but one seldom rated out of season. Had the sales department given thought to the credit angle when purchasing its lists, all would have been well. The credit department would have made advance inquiries, found out the usual methods of handling credits with summer shops, and would have worked out a sound and convincing payment plan.

Not only would this plan have afforded ample protection for the manufacturer, but it also would have been convincing evidence in its very form of the maker's ability to handle orders intelligently. Instead, the business of the summer shop was solicited and then either rejected or the "buyer" received a stock questionnaire the very wording of which was proof that the manufacturer was wholly new to summer shop selling.

The blame for the intense antagonism which the credit correspondence brought into being lay at the door of the sales department—not the credit department. It is simply sound sales strategics and elementary sales tactics to survey a new battlefield before the engagement. While it may be magnificent, it is neither war nor business to charge blindly into an unknown terrain. Yet just this folly is the every day practice of manufacturers far from the novice class in their regular fields.

The sales department in this case



90% of Argentina's Imports are Manufactured Commodities

Argentina, with the greatest per capita wealth in all the world, presents a highly concentrated buying market to American manufacturers.

La Prensa of Buenos Aires, "South America's Greatest Newspaper," is an integral part of the national life of Argentina and is essential in reaching the progressive element responsible for the rapid growth of this rich market.

JOSHUA B. POWERS, Inc.

Exclusive Advertising Representative

250 Park Avenue, New York

London

Paris

Berlin

Buenos Aires

should have studied its new field. It should have bought only rated lists. It should have co-operated with the leading business journals in the field. It should never have solicited a single account until the list as a whole had been approved by the credit department, which, of course, should have had a part in its making.

There should have been several lists and not merely one list. The independent, year around specialty shops should never have been approached with the \$37.75 AAL assortment. These thoroughly reliable, volume sales outlets should have been offered initial orders of not less than \$500, with opportunity—definite opportunity—to buy more or less. Credit standing established beyond doubt should have been the basis for a positive statement of open account terms and promise of immediate shipments. The "holes-in-the-wall" should have been excluded.

Credit investigation properly conducted does not end with a statement that a prospective customer will pay his bills. The credit department worthy of its name realizes that it is as much a part of the marketing end of the enterprise as the sales, sales promotion, or the advertising departments.

All Have Same Goal

All of these departments have the identical goal—acquisition of the greatest fair amount of net profits over a long term of years. Surely this all but bromidic statement proves again the well known credit principle, that it is as much a part of the credit manager's duty to ward off sales to undesirables who can pay their bills as undesirables who cannot pay their bills.

A further division of prospective specialty shops would have included those within the walls of larger enterprises — department stores. There is a decided difference between the independent specialty shop and the specialty shop which either as a self-contained unit or otherwise identifies itself with a group of shops or is a department of a store. In important phases of sales policy and sales approach

these are differentiated from the independent specialty shop.

From the credit angle of payment usually this type of shop is most desirable. But local conditions may either make this type of outlet decidedly desirable from a sales standpoint or exactly the reverse.

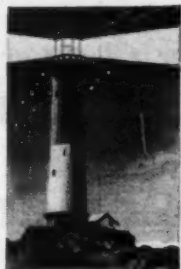
Only a year ago another manufacturer burned his fingers most severely in this particular field. Going back three decades, his company had achieved prominence in its industry largely by its "We will not sell the department stores" slogan and policy. This, it will be remembered, was in an era in which the attitude of the average independent retailer toward the department store was much as is the attitude of some independent retailers today toward chain stores.

Rightly (or perhaps very wrongly) this manufacturer continued his policy—beat the bass drum—and continued to make an issue of his "anti-department store," "anti-merger" and "anti-chain store" policies.

The pride went before a crashing fall. The company invaded the specialty shop field, and its foot slipped on its ignorance that here and there (tomorrow perhaps everywhere) specialty shops with most individual of names—"Marie," "Pauline's," "Bertha's"—are in reality floor sections in department stores. So this maker blissfully bombarded all of these, sold all of them and awakened to find his previous customers furious and in the hands of alert competitors.

The outcome is still in doubt. The maker has hopes, as he expresses it, that "he has been kicked upstairs into a bigger type of outlet than we have lost." The mistake was followed by immediate capitalization by competitors; so rapid that willy-nilly this manufacturer turned to the once spurned department stores to make up for the huge losses, all due to ignoring the proper credit investigation angle in advance of sales efforts.

The most common joint credit-sales angle is that of "need of representation." Vaguely recognized by all sales and by all credit executives and their assistants, it is



NOW A SCRIPPS-HOWARD NEWSPAPER

Retaining every fine characteristic that fifty years of progressive journalism and unfaltering service to the people of its community has imbedded in its spirit . . . looking forward, with certain expectation, to the attainment of still greater leadership, under its illustrious new ownership.

THE BUFFALO TIMES
EVENING **SUNDAY**
A SCRIPPS-HOWARD NEWSPAPER

NEWSPAPER

PHILADELPHIA GETS A BOONE OFFICE

New York—Chicago—Detroit—Boston—Rochester . . . and now Philadelphia. More Boone offices, more Boone men, more chances to give advertising agents and manufacturers the benefit of the working, everyday, sales information which is the Boone Man's stock in trade.

Rates, circulation, lineage — sure he knows them, but better than that, he knows sales and understands the business of interpreting rates, etc., into your sales situation.

With sixteen vital newspapers in ten of the most important markets to talk about, that means he must know a lot. He does and it is all for you to use,

BASED ON S

CHIC
Hearst

BOSTON
Fithrop S

New
Bost
Alba
Roch
Syrac

Bost
Alba
Roch

ADVERTISING

be you advertiser or agent. And you can use it because it's dependable. The highly trained organization that stands behind every Boone Man sees to that.



CALL IN THE BOONE MAN

RODNEY E. BOONE

General Manager, National Advertising

CHICAGO
Hearst Bldg.

9 East 40th Street
NEW YORK CITY

DETROIT
General Motors Bldg.

BOSTON
Winthrop Square

PHILADELPHIA
Fidelity Philadelphia Trust Bldg.

ROCHESTER, N. Y.
Temple Bldg.

New York Journal
Boston American
Albany Times-Union
Rochester Journal
Syracuse Journal

Evening

Chicago American
Detroit Times
Baltimore News
Wisconsin News
Washington Times

Boston Advertiser
Albany Times-Union
Rochester American

Sunday

Detroit Times
Baltimore American
Syracuse American

SERVICE

usually viewed with blurred outlines instead of being a clean cut mental image. Here are two typical cases. A city of 40,000 exists, in which the manufacturer is selling the only eight outlets in his lines. A newcomer of unknown ability and little or no capital resources starts an establishment.

From the credit angle this newcomer is a decided problem. His record is that of a clerk in a store in a distant State. His character is of the best, his slightly impaired health the reason for the change to a different climate. A better than average character risk, perhaps, coupled with the fact that he is engaging as a proprietor for the first time but in a business with which he is familiar as an employee.

From the sales angle two facts stand out. Eight outlets are adequate to serve the 40,000 population and each of these eight outlets carries a representative assortment of the maker's line. The newcomer may protect the existing volume if he is offered merchandise but his scant capital hardly suggests that he will do more than divert some existing sales from the older establishments to his store.

A third and partly concealed angle should be recognized. This manufacturer sells on a quantity discount scale and on a higher scale than his competitors. He requires annual purchases of \$500 net to secure a discount of 40-10 per cent from retail prices. Of the eight outlets, six easily exceed the quantity while the others have "to stretch themselves (as they put it) to make the grade."

Selling the newcomer may result in diverted sales sufficient to make two existing accounts unable to reach \$500 net purchases—and force them to shift to competitors who will gladly offer them 40-10 per cent on \$300 yearly purchases.

In all probability the lack of need of further representation, coupled with the loss of presumably two \$500 accounts, would justify not selling the newcomer at the outset of his career.

With the same type of newcomer but in a market dominated by competitors the sales-credit an-

gle is entirely changed. Here, the good credit manager would not only grant credit on the moral risk alone but would endeavor to line up other allied but non-competitive manufacturers needing representation in that market to aid in the financing and upbuilding of the account.

Today exactly this type of combined "credit-selling" is uppermost in the minds of these manufacturers whose thoughts are constructive. This "credit-selling" is being successfully tested at home and abroad by friendly manufacturers and the evidence points to this development as valuable as well as significant.

Only by the closest of alliances between the sales and credit ends can today's markets be best sold or can today's complex marketing problems be best solved. And this alliance can only be wholly effective when each member of each marketing division constantly asks himself, "What is the credit angle to this sale?"

New Accounts for Baltimore Agency

Virginia Lee, Inc., cosmetics, and the Berliner-Joyce Aircraft Corporation, airplane manufacturer, both of Baltimore, have appointed The Green & Van Sant Company, advertising agency of that city, to direct their advertising accounts.

This agency has also been appointed to direct the advertising account of The Vee Line Company, Oklahoma City, Okla., manufacturer of dispensing devices.

L. F. Smith Leaves Stehli Silks Corporation

Leonard F. Smith, for the last two years advertising and sales promotion manager of the Stehli Silks Corporation, New York, has resigned. Kneeland L. Green, art and style director of Stehli, will be in charge of the company's advertising.

C. B. Davis Appointed by "Toilet Requisites"

Clyde B. Davis, at one time with the Frederick C. Mathews Company, Detroit, and, previous to that, with the Detroit Free Press, has joined the Pope Publishing Corporation, New York, as editor of *Toilet Requisites*.

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REFRESHING



The
Refreshing, Revitalizing
Power of
ROTOGRAVURE
is bringing Profitable
Activity to thousands of
Businesses

Pictures tell every sales story well when perfectly reproduced in rotogravure. The three Art Gravure plants, at New York, Cleveland and Chicago, are skilled in putting sales messages in picture form and reproducing them in rotogravure, the perfect pictorial printing process. We function from the idea to the finished job. All or just a part of our service is available to you, according to the requirements of your own organization.

ART GRAVURE

DESIGNERS *and* PRINTERS of
ROTOGRAVURE ADVERTISING

Genera

NEW

PH



Send for our new book, "Sold at First Sight," which will show you how you can adapt roto-gravure and picturized advertising to your sales work for greater volume in less time. Clip, sign and mail the coupon on the back page of this insert.

Samples of work done in your line of business may be requested in the margin.

CORPORATION

General Offices: 406 WEST 31st STREET, NEW YORK
Telephone, Chickering 8655

NEW YORK BOSTON CHICAGO
PHILADELPHIA CLEVELAND

Send for this New Book

The coupon below will bring you our handsome new book, "Sold at First Sight," which describes the use and versatility of roto gravure, and contains ideas for freshening up the sales appeal of your merchandise. Clip, sign and mail it today.



ART GRAVURE CORPORATION

DESIGNERS AND PRINTERS OF ROTOGRAVURE ADVERTISING

General Offices: 406 West 31st Street, New York, N.Y.

NEW YORK • BOSTON • PHILADELPHIA • CHICAGO • CLEVELAND

Clip, sign and mail coupon below today for your copy of the new roto gravure book, "Sold at First Sight."

ART GRAVURE CORPORATION

406 West 31st Street, New York, N.Y.

Without obligation, please send us a copy of your new book, "Sold at First Sight," as offered in Printers' Ink, June 13, 1929

Firm

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Advertising and Under-Advertising

Showing What Happens to Advertising Cost Per Unit When a Real Job Is Done

By Roy Dickinson

IT is only occasionally that the proud author gets an opportunity of hearing something he has written discussed. The other morning on a railroad train I heard two men talking about an article I had written, called "Take Shoes, for Example."* One man had a pencil in his hand and was pointing out to the other man that the average male individual in the United States over the age of twenty-one spends twice as much money for his cigarettes as he does for his shoes. It was an angle on the situation which I had not considered in the article.

I wish I had, because what happens to the modern consumer's dollar has a great deal to do with the question of under-advertised industries. It seems almost superfluous to state the fact that those industries which advertise most get their full share of the consumer's dollar. The critic of ad-

vertising might say that they get more than their share. But people buy what they are reminded of and what they have been made to want. When products neglect the people's attention, they in turn neglect the products.

The average man, as the two men who sat in the seat near me figured out, spends \$21.40 a year on his shoes and \$54.75 on his cigarettes. The philosopher may point out to the economist that a little over a dollar a week is not too much for a man who can afford it to spend on a habit which he enjoys, and which gives him satisfaction.

It is a well known fact that for

several years the cigarette output has been the only expanding item in the whole tobacco trade. It is the entire basis for the industry's prosperity, offsetting the drop in consumption of cigars and smoking tobacco. It has been interesting to the observer to watch how four very large companies out of all the competing ones, who have been working against each other vigorously for a market, have in turn expanded that market as a result of their supremacy battle.

During 1928 cigarette output for the seventh consecutive year reached a new high total, of approximately 106,000,000,000. This represents more than double the output of ten years before and six times the pre-war figure of 1914. The comparative dropping off in other forms of tobacco products may be seen in the following table, from "The Index," of the New York Trust Company:

TOBACCO OUTPUT				
	1928	1927	1920	1914
Cigarettes (No.).....	105,915,965,000	97,176,607,000	47,430,105,000	16,855,626,000
Cigars (No.).....	6,453,667,000	6,571,372,000	8,096,928,000	7,174,191,000
Manufactured Tobacco (lbs.)	343,458,000	353,919,000	378,281,000	410,340,000

This table shows that cigar production declined slightly last year and that there was a loss of over 20 per cent since 1920. Manufactured tobacco decreased approximately 20 per cent last year, with a total decrease of 9 per cent since 1920. On the other hand, for the first three months of this year cigarette production showed an increase of 11 per cent over last year's banner figure. These figures and this trend make very logical the hope in some other industries that there will be more aggressive competition to battle for a market. It seems a peculiar paradox of marketing that when a group of big manufacturers battle for a market they increase it. Even the most competitive sort of copy

*PRINTERS' INK, May 23, 1929, page 125.

seems to have this effect. As one keen observer said, "There has never been a big spree in advertising without a tremendous increase in sales. Advertising sprees can't be called just that because they almost always result in sprees of increased buying on the public's part."

The companies which made the cigarette market are four highly developed industrial organizations accounting for practically 90 per cent of the entire cigarette output. Each of them concentrates particularly on one brand and spends a large amount of money for advertising. The American Tobacco Company gets behind Lucky Strike with real advertising and sales ideas; the R. J. Reynolds Company pushes Camels; Liggett & Myers, Chesterfield, and the P. Lorillard Company, Old Golds. They don't miss out in any part of the United States. They spend big money and sales go up.

Notwithstanding the reduction in prices and the very large outlay for the competitive advertising campaigns, the big tobacco companies are all operating on profitable schedules and three out of these four reported the largest earnings last year of any year of their existence. While the earnings of the fourth company declined, owing to heavy expenditures for plant expansion and for a very large advertising campaign, these expenditures have been justified by a 300 per cent increase in the sale of the cigarette last year.

Many of the cigarette companies have been severely criticized for the type of advertising copy they use. The present writer does not like some of it at all. But the point remains that this one industry has, by investing huge sums of money in advertising, expanded its market out of all proportion to other forms of the raw material, and to a far greater extent than could have ever been foreseen a few years ago. It is also safe to say that the market would never have reached anywhere near its present proportions had there not been great increases in advertising, be it good or bad from the ethical standpoint.

It is quite easy to see, therefore, why men engaged in such a business as ginghams or calicoes would like to see a somewhat similar advertising spree or battle for markets among the leaders in their industry. It is perfectly conceivable that a manufacturer may appropriate a large sum of money in order to beat his competitor and think that his increased expenditure is going to take customers away from the other man. But a real fight between aggressive leaders in the industry usually creates a bigger market and more business for all of them to share.

It is a great jump from cigarettes to calicoes and ginghams but they represent two ends of the pole. For, like table china, furniture, confectionery, steel and sponges, most parts of the cotton industry are as much under-advertised as some people claim cigarettes are over-advertised. At the present moment cotton is all the vogue. From Paris come daily cables heralding new uses for cotton. Patou made a great sensation with cotton "gob" hats. Other famous Parisian fashion leaders are turning out all sorts of designs in garden dresses from cotton prints. At department stores women are standing in line to buy calicoes for home decoration purposes. It is all the vogue this spring. Many department stores run out of good designs, yet some parts of the cotton industry are still talking about restricting production.

One comes to the conclusion that a great part of this run to cotton has come about because of the editorial content of women's magazines rather than any concerted advertising effort on the part of manufacturers of cotton specialties. While the Cotton Institute has started a very comprehensive campaign for the uses of cotton in dresses and other materials, the individual manufacturers have not followed suit to any appreciable extent.

It is interesting to look over a list of women's publications to discover the lack of advertising by industries as well as the presence of others. In one publication

LEADING IN THE ST. PAUL MARKET

by almost
4 MILLION LINES
and in the
NORTHWEST MARKET
by over
ONE MILLION LINES!

*D*URING the first 5 months of 1929, the St. Paul Dispatch-Pioneer Press published almost 4 million more lines of advertising than the second St. Paul paper and over one million more lines than any Minneapolis paper. *o*

St. Paul Dispatch-Pioneer Press

O'MARA AND ORMSBEE, INC.

General Advertising Representatives

Los Angeles. San Francisco. New York. Chicago. Detroit

which had at least twenty full-page advertisements of various beauty preparations, varying all the way from water patters and wrinkle removers to various varieties of creams, lotions and astringents, this writer was able to find only the advertising of the Cotton Institute, and Everfast for frocks as advertised by the N. Erlanger Blumgart Company. There was a noticeable lack of all advertising for chintzs, calicoes and gingham. In that same publication the editorial pages were full of suggestions and designs for various garments and decorative plans in which cotton was used as the star example.

In another woman's publication of large circulation I discovered an advertisement by Marshall Field & Company for cretonnes and other drapery fabrics which could be identified by the selvaige mark. Fruit of the Loom had a small advertisement. There was a fine full-page of Pequot sheets. The sheet people and the towel people seem to be the only ones in this field, however, who are doing anywhere near an adequate job. But in the same publication Florenz Ziegfeld, through his discovery that Miss Barbara Newberry had the most beautiful legs in America, gave Phoenix a new selling point and allowed this aggressive hosiery manufacturer to talk about the accurator process. Worth, the Paris fashion expert, was quoted by rayon underwear in a full page. There were other full pages for beauty creams, flour, comfort slippers, deodorants, silver, garbage can cleaners, tooth brushes, toothpaste, milk drinks, automobiles, coffee, tea, breakfast foods, ice boxes, breath perfumes and soap. Especially soap. There were fifteen to eighteen fine full-color pages for various types of soaps, both skin and laundry.

Without having time to check up the figures it is a safe bet to assume that the amount of the housewife's dollar which is secured by the soap manufacturers of all kinds would be a matter of envy to the producers of gingham. But if Marshall Field and the few others are able to adver-

tise goods which the consumer can look for at the counter by an identifying label on the selvaige, why is it that more gingham and calico manufacturers don't go and do likewise? For the editorial pages contain no reference to the great vogue on face soaps used by princesses and leaders of fashions. There is much real news about the increasing use of cotton both in garments and for house decorations. Yet the absence of manufacturers of such materials among the advertising pages is very conspicuous.

One notes also another conspicuous example of what looks like under-advertising carried to its final degree. That is a full page of copy by the Lambert Pharmacal Company. It features most prominently a nice looking breakfast set which everyone needs in the home if they are to eat food from china plates instead of off the table and drink coffee from cups. It suggests that the housewife, if she will buy Lambert's Listerine toothpaste instead of a more expensive brand, will save enough in the course of a year to buy herself a set of table china. When a toothpaste manufacturer has to take space to remind people that they need table china, something unusual has been achieved in American advertising. This is a reverse angle on the so-called "new competition" with a vengeance. And if there is pride in the business of making chinaware, and I confidently believe there is, this should make some manufacturer decide that he will spend some of his own money to sell his own merchandise. There seems to be plenty of room for advertising of this product in the women's magazines, for a careful look through them seems to indicate that only one man advertises chinaware, and he is a retailer advertising designs exclusive with his own shop.

Here is an industry which, as was pointed out by a labor spokesman in *PRINTERS' INK* a short time ago,* receives part of the in-

*"The Under-Advertised Industry Is a Brake on Progress," by Chester M. Wright, of The American Federation of Labor, *PRINTERS' INK*, May 16, 1929.

"REACHING THE BUYER IS HALF THE SALE"



It's an Age of Color

Some Present Users

Anheuser-Busch
Armour & Co.
Borden's Milk
Camel Cigarettes
Carnation Milk
Coca-Cola
Dayton Rubber
Diamond Crystal Salt
Emerson Shoe
H-O Hornby's Oats
Hecker's Flour
Ipana Tooth Paste
Kirkman's Soap
Old Dutch Cleanser
Premier Malt
Puritan Malt
Quality Bakers
Reckitt's Blue
Sapolio
Snowdrift
Tolley's Cakes
Ward's Bread
Werk Soap
Wrigley's Gum

MAGAZINES charge 40% to 120% more for color pages. Advertisers increasingly find it worth the money. Advertising statistics often show results multiplied many times by color.

Look at kitchens, cars, clothes, homes. Color has come into its own.

Criterion (3-sheet) Neighborhood Posters are "Color-pages" at the point-of-purchase.

No. 1 of a series, inviting attention to twenty unique features of Criterion National Neighborhood Posting. Criterion Service, Graybar Building, New York City.

CRITERION SERVICE

The Original and Only Uniform National Service of 3-Sheet "Neighborhood Posting"



CRITERION SERVICE, GRAYBAR BUILDING, NEW YORK CITY:
Please send us the portfolio advertised in Printers' Ink.

Company Name _____

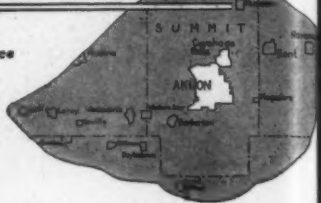
Address _____

Attention of _____

The AKRONARIA

—The area of
Akron's Business Influence

BEING a compendium of useful information about Akron and Akronaria, published E.O.W. as a part of "Printers' Ink" by The Times-Press, of Akron, O.



ISSUE OF JUNE 13, 1929

NO. 10

THE TIMES-PRESS



Architects drawing of new Akron Bell Telephone Bldg. To cost, with equipment, \$4,000,000 and serve 46,600 telephones.

\$13,000,000 BUILDING IN SIX MONTHS

IN the past six months, plans have been made and—in most instances—ground has been broken for six great structures to be built in The Akronaria. Any one of these monuments to business enterprise would be sufficient to cause great shouts of glee in most cities of Akron's size.

But it's an old story to those who live in the Akronaria and know of the city's great potentialities and ever-increasing progress.

Here is a list of the larger new Akron buildings:

New Bank—24-story sky-scraper for the Central Savings and Trust Co. to cost\$2,000,000

New Zeppelin Hangar—now being erected by Goodyear T. & R. Co. at cost of.....\$2,000,000

New Department Store—375,000 square feet of space in 4 stories and basement for the A. Polak Co. at cost of.....\$3,500,000

New Theater—"Loew's Akron", seating 3,500. "Most beautiful in Middle West" (just opened). Cost\$1,000,000

New Apartment Building—to hold 100 suites, "all conveniences", at more than.....\$500,000

New 'Phone Building—to handle 46,600 connections. 14 stories. To cost, with equipment.....\$4,000,000

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Akron

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Chicago;

MORE GROWTH!

DURING the past five years the domestic consumption of electricity in Akron has increased 92½ per cent. In 1923, according to figures from the Northern Ohio Power & Light Co., Akron residences consumed 20,029,932 k.w.h. of current. Last year, the city's residential consumption was 38,586,581 k.w.h.

Commercial operations in 1923 required 16,247,145 k.w.h. of current. Last year Akron's commercial electrical consumption was 28,197,512 or 74 per cent increase during the five years, an increase not fostered to any great degree by the modernization of old structures for by 1923 practically all commercial buildings were electrically equipped.

That same thing is true of factories and industrial buildings.

In 1923 Akron's factories consumed 103,493,450 k.w.h. of electricity. In 1928 that figure increased 91.7 per cent. to 198,351,561 k.w.h.

GROCERS' ROUTE LIST —TOBACCO DISTRIBUTION SURVEY—FREE

WRITE the Times-Press for a copy of the new Grocers' Route List. This book is just off the press, and gives a complete picture of grocery merchandising in the Akronaria. It will be invaluable to your salesmen in routing their calls.

Also, you might want to see a copy of our recent distribution survey of the Akron Tobacco Market. It will give you the sales ranking of every cigar, cigarette, and tobacco product in the Akronaria.

The Times-Press is not only interested in publishing the advertising of this merchandise, but it is also interested in helping all manufacturers to secure distribution here. It keeps itself thoroughly informed of merchandising channels, retail and wholesale distribution.

Akron Is Not in the Cleveland Market — It Stands Alone

AKRON TIMES- PRESS

Akron's best
daily and only
Sunday newspaper



SCRIPPS-HOWARD

Represented by the National Advertising Department, Scripps-Howard Newspapers, 230 Park Ave., New York; 400 N. Michigan Blvd., Chicago; Detroit, San Francisco, Los Angeles, Atlanta, Philadelphia

creased earnings of American workmen and the workers' wages are expanding in every line of industry year by year. Yet the only advertising for this necessary commodity in the publication referred to is done by a tooth-paste manufacturer. Still old line industries making essentials complain when a new industry, such as radio, comes full tilt into advertising and gets its full share of the consumer's dollar.

Having mentioned in general terms both "poles" of the advertising situation as it applies to industry, let us take a look at one specific company which has done an adequate job in its own field, and observe what the results of that job have been.

The figures which follow were furnished me by one of the chief executives of the company, on condition that the company name is not to be revealed. It is needless

to say that they represent the advertising of one of America's big advertisers, which, starting many years ago with a very small initial appropriation, has based its subsequent appropriations upon the objective it wanted to accomplish. It is impossible to compute accurately the amount of advertising done in the very earliest years because no record was kept. However, a certain amount of advertising was done in those days and it is safe to assume that the initial advertising expenditure was less than \$100. Observe how, starting in 1893, the advertising appropriation increased each year until 1898; how it took another drop in 1917 and a big one in 1918. In 1921 its appropriation was cut almost in half, it dropped again in 1924 and a slight drop was shown last year.

It is worth while for manufacturers in under-advertised industries and leaders in those industries

ANNUAL SALES UNITS AND TOTAL ADVERTISING EXPENDITURES 1888-1928

Year	Units	Advertising	Advertising Per Unit
1888	1,933		
1889	2,171		
1890	8,855		
1891	19,831		
1892	35,360	\$ 11,401.78	32.2 cents
1893	48,427	12,395.12	25.6 "
1894	64,333	14,538.14	22.6 "
1895	76,244	17,744.22	23.3 "
1896	117,636	23,117.58	19.7 "
1897	163,297	52,405.18	32.1 "
1898	214,008	43,857.62	20.5 "
1899	281,055	48,564.83	17.3 "
1900	370,877	84,507.97	22.8 "
1901	468,411	100,276.01	21.4 "
1902	677,515	149,628.79	22.1 "
1903	881,423	200,941.40	22.7 "
1904	1,133,788	280,985.12	24.8 "
1905	1,549,886	356,552.07	23.0 "
1906	2,107,661	486,553.47	23.1 "
1907	2,558,782	550,775.12	21.5 "
1908	2,877,732	624,077.70	21.7 "
1909	3,486,626	675,048.59	19.4 "
1910	4,190,149	853,329.13	20.3 "
1911	4,815,677	978,329.30	20.3 "
1912	5,504,956	1,182,257.29	21.5 "
1913	6,767,822	1,186,210.39	17.5 "
1914	7,231,562	1,288,473.06	17.8 "
1915	7,521,833	1,301,281.95	17.4 "
1916	9,715,892	1,441,507.83	14.9 "
1917	12,109,420	1,419,605.95	11.7 "
1918	10,314,727	756,827.58	7.3 "
1919	18,730,167	1,666,290.87	8.9 "
1920	18,656,445	2,330,710.40	12.5 "
1921	15,837,499	1,790,091.57	10.9 "
1922	15,437,612	1,948,773.33	12.6 "
1923	17,300,275	2,616,874.24	15.1 "
1924	17,496,764	2,378,201.61	13.6 "
1925	20,111,134	2,625,186.42	13.1 "
1926	21,158,450	2,997,990.73	14.2 "
1927	22,817,265	3,478,522.02	15.2 "
1928	24,212,519	3,455,373.86	14.3 "
Total 1888-1928	277,043,229	\$39,377,483.96	14.2 cents

who are planning co-operative advertising, to observe what happens to the advertising cost per unit. Back in 1892, when only \$11,000 was spent in advertising, it cost 32.2 cents per unit to advertise the product. This cost dropped to 7.3 cents in 1918 and for the last nine years has remained in the vicinity of 14 cents. These actual figures taken from the confidential records of one of America's great advertisers prove conclusively that the public does not pay the cost of advertising. They prove that increased advertising almost automatically increases sales sufficiently to cut down the advertising cost per unit.

PRINTERS' INK was started in 1888. In that same year the company whose figures are given above spent less than \$2,000 in advertising. The growth of the advertising appropriation since those early days gives a fine picture of expanding markets, expanding purchasing power, and real imagination on the part of the executives of this company in going after their potential market. No one can say that they have over-advertised, because the per unit cost has continually dropped. No one can, on the other hand, claim that they have done an inadequate job when it is considered that last year almost \$3,500,000 was invested in advertising the country over.

Here is a company which has grasped the idea of the magnitude of the domestic market. It didn't start off with any great splurge. It ran no chance of going broke because of lavish advertising expenditure at the start, and yet the management, through all these years, has realized that an advertising job is never done. It has not based its appropriation upon last year's sales or some arbitrary and small increase from year to year. It has continually kept its eye upon the expansion of the market it set out to conquer.

Take a look again at the jump between 1902 and 1916 when the management multiplied the appropriation by ten during the fourteen years. Between 1918 and 1928 the company didn't stand still either. No industry or no indi-

vidual enterprise which made small increases based upon a look backward would ever have gone ahead as this company has. It decided from the start to do a real promotion job and not to economize upon the motive power which makes every business go forward.

Those figures, printed above, represent an advertising story which every under-advertised industry and the management of every company which wishes to make real progress should study and study carefully. It is interesting to speculate what would happen if some maker of textiles, furniture, confectionery, men's shoes or men's hats should decide to put a real sum of money into promotion and increase that sum as the result proved the wisdom of the course. From less than \$12,000 in 1892 to \$3,500,000 in 1928 represents in plain figures a story of imagination, enterprise and growth which should interest a large number of makers of essential products.

What an opportunity offers itself in this tremendously expanding market for some maker of men's shoes, for the new Loft-Curtiss candy combination or other confectionery manufacturer; for a whole long list of individual enterprises which need only courage and imagination to go out and get the big market which is waiting for them.

The business which makes supply wait on "natural" demand, whatever that is, will lose the race for the consumer's dollar to other and more aggressive industries.

There is no splurge or spree about the steady and amazing growth of the advertising figures presented above.

The habits of John Consumer and his wife are changing every day. They want more things. But quite naturally they want the things they are reminded of. They neglect the items which take for granted the fact that people are always going to want this and that and breakfast sets and shoes and a chair to sit in.

It would seem to be high time that some of the under-advertised industries woke up and took a look around.

OUTDOOR ADVERTISING

Through Your Advertising Agency



But it's all
ONE cow

OUTDOOR ADVERTISING

Through Your Advertising Agency

A COW eats grass with one half and gives milk with the other. But, as humorists have often remarked, if you kill one half the other half dies. It's all one cow! All the various forms of advertising that your business requires make just one advertising campaign. To get the most effective use of each form, to harmonize and economize the power of them all, is the work of your advertising agency. When Outdoor Advertising is a part of your plan, place it with the National Outdoor Advertising Bureau, Inc. through your advertising agency.

The 227 advertising agency members of the National Outdoor Advertising Bureau, Inc. are serving hundreds of advertisers, whose Outdoor Advertising they coordinate with all other of their clients' advertising activities.

Through the Bureau, they furnish their clients unbiased advice and complete service in all forms of Outdoor Advertising, the cooperation of the placing organization with the best facilities for securing locations, plant owners' cooperation, and the Bureau's own complete and independent Field Service. There is no other way to get this service.

National Outdoor Advertising Bureau

INCORPORATED

New York

Chicago

Detroit

A Voice from the Retailer: "Come Over and Help Us"

What the Department Store Needs from the Manufacturer and the Wholesaler

By W. F. Wolf

Sales Manager, Zahn Dry Goods Company, Racine, Wis.

HOW many manufacturers and wholesalers are there, may I ask, who take more than a second look into the retail picture—who study it sufficiently to see what is actually there? And who are not afraid of what they see in the picture?

An extra look has been worth millions to some manufacturers; others continue to send out promotion and advertising material that will not return even the postage involved.

Those whose well meant help for the dealer does not produce, wonder why. Let me relate a few experiences, of which we in this department store have had many, that may explain.

A fabric house agreed to provide costumes for a show that we were to put on for the mothers of little folks. The company was to furnish a series of old-time costumes showing the evolution of girls' dresses. In addition, we selected patterns, took measurements and forwarded all the necessary data from which modern dresses of new fabrics were to be provided for the juvenile models.

Time passed, telegrams and letters flew back and forth but not until two days before the show did either the old-time costumes or the new dresses arrive.

And when they did—what a mess! The old-time garments were as time-worn as the ages they represented. The new dresses didn't fit any model anywhere. There was no time for rehearsal. The show went on—but it was only about 10 per cent effective.

Later, arrangements were made with another fabric house to carry out quite an elaborate promotional plan outlined by them. And then the wheel came off the cart! We

had to apologize to customers, schools, theaters, newspapers and everyone else. We couldn't get more than the first shipment of goods—and that wasn't enough to wet the camel's nose!

Still another fabric manufacturer came along about that time. He had a complete, attractive, nationally advertised line of salable merchandise and agreed to give us the exclusive sale and a demonstrator. The demonstrator came out to Racine for a week. She drew a large salary and her expenses but didn't sell much. Neither did much of the merchandise sell later. The demonstrator seemed to have no outlined method of presentation that would sell the goods. More effective promotional effort was needed, more intelligent presentation.

These are just a few typical examples, and merely because they all relate to fabrics, do not think for a moment that other manufacturers do not offend in the same respect.

What can be done about it? What does the retailer want?

Independent retailers, and especially department stores doing up to \$5,000,000 in sales, are facing a more serious situation than they realize because they are unable to reorganize themselves, establish policies and sell as the public demands. Most of all, they need methods. Every promotion and each advertising scheme that is devised should be made to work so automatically that very little attention need be paid to it. For instance, if a direct-mail co-operative campaign is offered a retailer, get him to send you a sufficient number of his letterheads to carry on a campaign for a period. Provide him with follow-ups; see that he

uses them. Don't leave one more detail than is absolutely necessary to the retailer because anything unusual in the way of promotion has a purging effect that is uncomfortable to him.

It is up to the manufacturer and the wholesaler to study retail needs. This is especially true of fashion merchandise.

Nearly all department stores lack a good unit control system. It should be simple and work as nearly automatically and with as little effort as possible. Find this system for your particular merchandise and then offer it to your retailers.

Often a store carries a line of merchandise that is definitely out of its range. Naturally all the promotion in the world won't sell much of it. In other cases, the colors may be wrong or the sizes or the items wrong for that particular community. No wonder it does not sell there! A system of control will spotlight such errors as these and often open the eyes of the merchandise manager.

The Fashion Problem

Fashion has presented a problem to storeowners. In most cases they recognize it as a powerful influence but they also regard it as a red hot poker—something to be let alone because they do not understand how to handle it. Often they do not have the necessary facilities and cannot afford to pay a fashion organization to do the work for them.

The best thing a manufacturer or wholesaler can do in this connection is to go as far as he can in teaching dealers sound methods of retailing as they relate to the manufacturer's line of merchandise. If it is a line of goods like hosiery or shoes or apparel that can be related to other items and all promoted similarly, it will be an advantage to do so.

Hosiery firms have taken the lead in this type of promotion and are finding it successful. Indeed, we have found that the methods of one house have given us a big added net profit in that department.

So-called stylists are springing up in a lot of stores. Most of

them are untrained. They have many ideas about what is fashionable. They have no studied methods for determining what is to become a fashion. Yet their influence is becoming stronger and stronger until it is beginning to bewilder many manufacturers who realize that these stylists are having a voice but that they all talk in different pitches.

It is a difficult situation, for usually manufacturers have determined lines and patterns on the best and most scientific information available to their own fashion research bureaus.

About the only remedy for this seems to be in disseminating information among stylists in retail stores. Manufacturers should get together and work on a concentrated basis or through a fashion organization having as their main object the distribution of data showing how to trace and establish coming fashions. It will be a service to themselves and to the retail field.

In addition, retailers should be taught how to build up their own personalities (and that is all that any good store amounts to) and how to establish policies on the basis of local facts that will sell more goods for Mr. Merchant and for Mr. Maker as well.

It is not an easy job to convince the dealer he ought to make a seasonal selling plan before any buying is done; that someone should make it his business to co-ordinate departmental selling, especially in fashion merchandise. Nor is it easy to teach him that fashion information should always be accurate; that all advertising and promotional planning should be done well in advance; to buy from the best known sources; to keep his salespeople well informed of promotions, windows and advertising. The same applies also to the problems of teaching him to take mark-downs early in the season on merchandise that has not been favorably accepted; to have his departments up-to-the-minute and changing in keeping with changing conditions; to watch the want slips and lost sales; to determine his

Walgreen's *a* *national institution*

From 23 stores in 1920, to more than 300 stores in 47 leading cities, Walgreen Drug Stores have become a national influence; and chiefly within the last five years.

To tell the American public of the buying economies and conveniences and pleasant service which are responsible for this startling growth, Walgreen's logically turned to national advertising.

Seeking a combination of interpretive skill and thorough knowledge of drug store merchandising, Walgreen's selected Williams & Cunnyingham. We are proud to be serving this vigorously growing national institution.

Williams & Cunnyingham

*Whose business is the study and
execution of good advertising*

6 NORTH MICHIGAN AVENUE, CHICAGO
ROCKFORD • PHILADELPHIA • TORONTO

best sellers and best selling departments and how to put a proper proportion of stock and effort behind them.

All this is difficult, but every bit of it is necessary if the independent is to be a good storekeeper and sell more merchandise at a better profit today.

Some of it the manufacturer can do; some of it he can't. But he should not overlook the customer. He should remember that a woman today enters a store with many things on her mind. She is thinking about herself, her home, family, husband, parties, decorations and a hundred other things about which she wants quick, accurate advice.

How many stores can give it to her? Why can't they? Whose fault is it? Think it over! If a retailer is able to make the customer *completely* satisfied she is his best advertisement and his best broadcaster. And besides that she is the best buyer of the manufacturer's merchandise.

"It is more likely that the store that will survive is not the one that now has the largest commercial credit, but rather the one that has the largest imagination," says Robert Chenault Givler, professor of psychology at Tufts College, in a report of an investigation he made recently. This investigation is especially interesting and impartial for the manner in which the problem was attacked.

Twenty-five members of an advanced psychology class were sent into Boston's leading department stores. Their instructions were simple; they were told to get clear impressions of the goods on display and to observe the motivating effect of such impressions on their minds. All ideas of salesmanship were ignored. The students had money to buy and were instructed to allow salespeople to approach them and persuade them to buy—if the salespeople could. The investigators were interested only in the selling transaction. They were to determine whether the merchandise displays and the salespersons' attitudes aided or annulled each other.

The investigation was thus im-

partial and wholly from the outside point of view. Store minds and the views of store-minded people were not involved. The stores were observed through the eyes of ordinary, average people. As a result, it was found that, to quote Professor Givler, "much of the patronage which any store enjoys is based on just such casual glimpses and first impressions, rather than upon what the public hopes that the store will some day come to be. What is perhaps more to the point, the same thing is true of that patronage which it has failed to secure. And while the habit of making such hasty conclusions may be condemned, nevertheless the purchasing impulses of the public in the main are stimulated or quenched by just such casual contacts as we have made.

"The public has not only money to spend, but it has needs, longings, impulses and whims which have to be taken into consideration all the while. Indeed, these last named factors are of such prior importance that economics plays second fiddle to psychology. A public, stimulated by advertisements, streams into the store to buy something not so much on the strength of what the advertising writer says about it, but rather because of what are imagined to be its desirable features after the article has been purchased. Hidden cravings, not obvious merits make most sales."

So here is an impartial investigation that bears out a foregoing statement to the effect that it is important that all retailers be taught the necessity of constantly changing attractive displays. It further reveals the importance of showing the retailer methods of stock control so that he may always promote those things that he *knows* the most of his customers actually want to buy and in the prices, colors and sizes that they want.

Professor Givler's observations are neutral in their attack and will aid any store or company that is interested in its public.

The manufacturer and the wholesaler need to study the retail picture. The more they study it, the more they will see in it.

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June 13, 1929

PRINTERS' INK



FIND OUT NEXT WEEK

From time to time in this space we have referred to the Goldmann "Minimum Overhead Plan" for direct-mail advertising.

Perhaps you have thought it just a catch-phrase without much behind it—but it is far from that, as we have proved during its three years of operation. It is a practical plan based on a sound policy and you'll find it in operation every day here at the Goldmann Plant.

If you are not already acquainted with the "Minimum Overhead Plan" why not set a time next week to find out all about it.

Find out why we adopted it.

Find out how successful it is and why our customers like it.

And most important of all, find out what it may mean to you.

The obligation will be all ours.

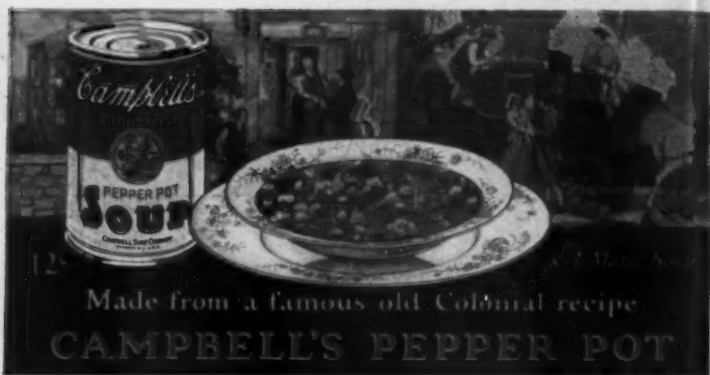
Isaac Goldmann Company
FOUNDED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST
NEW YORK, N.Y.

TELEPHONE
WORTH 6080





125

A Man's Soup

Made from a famous old Colonial recipe

CAMPBELL'S PEPPER POT

Who Put the "I" in

UNDER date of May 15th, 1929 the Campbell Soup Company wrote to us as follows:—

"As we look back on the story which appeared in the January 17th issue of Printers' Ink, we realize that we have done an injustice to Street Car Advertising by not making more reference to the part which it played in the introduction of Pepper Pot in New York City.

"HOWEVER, THE BEST STORY OF ALL, WHICH SHOULD MAKE YOU FEEL VERY GOOD, IS THE FACT THAT STREET CAR ADVERTISING HAS BEEN

STREET RAILWAYS



125

A Man's Soup

Pepper Pot-Piping Hot!
For the cold wintry days

From an old Colonial recipe

CAMPBELL'S PEPPER POT

Surprise him with Philadelphia Pepper Pot made from a famous Colonial recipe!

A Man's Soup

Campbell's PEPPER POT

12¢

No other soup like it!

"In Pepper Pot?"

USED EXCLUSIVELY SINCE JUNE 15TH, 1928, SO YOU DO NOT HAVE TO SHARE CREDIT, WITH ANY OTHER MEDIUM, FOR THE FOLLOWING:

Our average monthly sales in the New York City District and the Northern New Jersey District for the first four months of this year materially exceed the average monthly sales for the first six months of 1928 in both Districts—THIS IS ALL THE MORE TO YOUR CREDIT because of the abnormal intensity that was given to the sales during the introductory period while stocking the retailers with their initial supply."

Y S E R T I S I N G C O M P A N Y

Philadelphia
PEPPER POT
A Man's Soup

Campbell's
make it from
an exclusive
recipe famous
since
Colonial Days

Campbell's
PEPPER POT
Soup
Campbell's Soup Company

12¢


 TYPOGRAPHY THAT

SETS UP AN IDEAL

It Takes Fine Typography To Round The Circle

SOOD ideas alone won't carry advertising up the slopes of success. Good art alone won't carry it. Good copy alone won't carry it. Good typography rounds the circle. The Advertising Typographers of America are committed to the principle that unified excellence, "hands-across-the-case," must supplant random and slapdash individual effort. This association binds together the flower of the guild in a common cause—fine and ever finer typography. Buy typography only from members of the Advertising Typographers of America whose names are listed below:

Members Advertising Typographers of America

Boston

THE WOOD CLARKE PRESS
THE BERKELEY PRESS

Chicago

ARKIN ADVERTISERS SERVICE
BERTSCH & COOPER
J. M. BUNDSCHO, INC.
HAYES-LOCHNER
HAROLD A. HOLMES, INC.

Detroit

GEORGE WILLENS & CO.

Indianapolis

THE TYPOGRAPHIC SERVICE
CO.

Los Angeles

TYPOGRAPHIC SERVICE CO.

New York City

AD SERVICE CO.
ADVERTISING AGENCIES'
SERVICE CO.
ADVERTISING-CRAFTSMEN,
INC. (A-C)
ADVERTISING TYPOGRAPH-
ERS, INC.
THE ADVERTYPE CO., INC.
E. M. DIAMANT TYPOGRAPH-
IC SERVICE
FROST BROTHERS
DAVID GILDEA & CO., INC.
HELLER-EDWARDS TYPOG-
RAPHY, INC.
MONTAGUE LEE CO., INC.
FREDERIC NELSON PHILLIPS,
INC.

ROYAL TYPOGRAPHERS, INC.
SUPERIOR TYPOGRAPHY, INC.
SUPREME AD SERVICE
TRI-ARTS PRINTING CORP.
TYPOGRAPHIC SERVICE CO.
OF N. Y., INC.
KURT H. VOLK, INC.
WOODROW PRESS, INC.

Philadelphia

WILLENS, INC.
PROGRESSIVE COMPOSITION
CO.

Pittsburgh

EDWIN H. STUART, INC.

St. Louis

WARWICK TYPOGRAPHERS,
INC.
Toronto
SWAN SERVICE

NATIONAL HEADQUARTERS: 461 EIGHTH AVENUE, NEW YORK, N. Y.

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Selling the Farmer Potash with Extra Comforts Copy

How the N. V. Potash Export My. Advertises in Farm Papers to Cotton
Growers and Thereby Creates Wider Market for
Fertilizer Manufacturers

By Sid Noble

Advertising Manager, N. V. Potash Export My.

MANUFACTURERS who have a farm market and are studying effective ways of advertising to farmers are constantly on the lookout for new methods of ap-

pealing to them in terms of their own advantage. The appeal of new comforts and conveniences is one to which the farmer, his wife, and everyone attached to his household, are peculiarly susceptible, because modern conveniences mean far more to those who live in the country than they do to city dwellers. As long as cows are cows and crops are crops, there will be no short days or holidays for those who work on farms. From dawn till darkness, and long after, winter and summer, every day of the week, there is a regular routine of work for every member of the household, and anything that shortens that work, or lightens its burden, or provides occasional escape from its tedium, or recreational relief, is as interesting to farm people as mice to cats.

This story is, besides, the story of increasing the consumption of a raw material, or a commodity sold to other manufacturers for incorporating it into their commodities, by enlarging the market for the use of the commodities of these manufacturers. A basic commodity, like potash, or pig iron, or quartered oak, where it is one of a number of ingredients in a fabricated commodity, and where the manufacturer of the fabricated commodity does not control the

source of his raw material supply, must establish its merit and convince those who have use for it of the necessity for using it and of its superiority to all substitutes. One



Extra cash gets you the extra comforts

A new automobile—a fine new radio—beautiful clothes—electricity or running water for the house—a vacation trip for the family—it's the extra cash from extra fast crops!

POTASH TOP-DRESSING pays extra cash!
Field tests proved that on more than 150 farms in 11 states during the last three years. The farmers applied an average of 2½ tons of extra potash to cotton as they had captured in the past. Each 51 invested in potash top-dressing paid them an average of \$5.30 in extra seed cotton—a profit of \$200.

In the extra cash—the savings above your regular income—that gets the extra comforts that make life worth living. Are you giving your cotton a chance to pay you extra cash?

Topdress with potash at changing times. (Illustration) top-dressers are at work by leading fertilizer manufacturers. These top-dressers usually apply only one ton and really available potash. Ask your fertilizer man about them!

\$567.00 extra
From 200 acres

Mr. J. J. Townsend of Lumberton, Ala., harvested 40 acres of red clover top-dressed with 100 lbs. of extra potash and 120 lbs. of nitrate of soda top-dressing. He made 75.20 tons. He also added a top-dressing of 30 lbs. of nitrate of potash per acre. The 40 acres top-dressed with potash yielded \$1567.00 extra and within that the other 30 acres. The extra potash cost \$50, leaving a profit of \$567.00.



Extra potash pays you extra cash in profit! It grows better crops that sell faster for higher prices. It grows more, helps you and your wife and children during a hard time. It makes bigger bolls and better fruit.

\$1225.00 extra
From 300 acres

Mr. J. C. Williams, of Gadsden, Ala., harvested 40 acres of alfalfa, extra potash and extra 400 lbs. of 0-3-3 fertilizer and 100 lbs. of nitrate of soda top-dressing per acre. The 40 acres he also added a top-dressing of 100 lbs. of nitrate of potash per acre. The 40 acres top-dressed with potash yielded \$1225.00 extra and within that the other 30 acres. The extra potash cost \$50, leaving a profit of \$1225.00.

Fertilizer Manufacturers
now have on sale
Potash Top-dressers

“Top-dress and Capitalize on:”
Extra Potash and Extra Cash!
This is the only way to get the extra cash from extra fast crops!
Name _____
Address _____
City _____ State _____
Send this card to: N. V. Potash Export My., Dept. 100, New York, N. Y.

**Extra Potash
pays
Extra Cash**

**“Extra Cash,” Is the Main Appeal of this Potash
Farm-Paper Campaign**

way to do this, of course, is to create in the mind of the ultimate user of the fabricated commodity, through advertising, a preference and a demand for the presence of the basic commodity in the fabricated commodities purchased by him.

The N. V. Potash Export My., of Amsterdam, Holland, exports

potash to the United States. The company's main office in this country is in New York with branches in five other cities. It sells its product, potash, to fertilizer manufacturers, of whom there are several hundred in this country, who mix potash as one ingredient of many into their products. These fertilizer manufacturers sell their fertilizers to farmers, each one putting up his fertilizer under his own brand and seeking to get as many farmers as possible to buy that brand in preference to others. The N. V. Potash Export My., does not sell its potash to farmers direct, but encourages farmers to purchase those fertilizers that will prove to be the best for their purposes. In a great many ways the company tells farmers that potash is very, very important in whatever fertilizer they use. One thing it does is urge the farmer to use a potash top-dressing on certain crops in addition to fertilizer, and, in one field, cotton raising, it conducted over 250 experiments to show that the use of more potash in the top dressing would provide more cotton and extra profits, and actually did in 89 per cent of the tests made.

The company's campaign of advertising to cotton growers in agricultural papers for this year appeals to farmers on the basis of enabling them to make enough extra profits out of their cotton crops to buy some article of convenience or amusement that they do not enjoy at present and which otherwise they would not be able to buy.

This appeal is being used by the company in connection with its potash top-dressing campaign. The argument to the cotton-grower is that he is now using a particular kind of a fertilizer on his farm, and he feels that it contains all the potash it should. But does it? The company proposes that the farmer use a potash top-dressing for this season and find out.

One advertisement, page size, contains a photograph of a farm living-room in which there is a radio and a couple of boys sitting in front of it. Through the door-

way, in the kitchen, can be seen an electric refrigerator. The farmer sits in an armchair, reading. His wife stands near a table looking at the boys and the radio. Above the picture are the words, "Let your cotton pay you extra cash," and under it the caption, "\$282.90 extra from ten acres top-dressed with potash." The copy explains that this is what one Georgia cotton farmer made above his regular income from cotton—"enough extra cash to buy a fine new radio or an electric refrigerator, and more besides." Full details of the test are given in the copy.

Another advertisement is a reproduction of two drawings, one of a bathroom and the other of a kitchen, both equipped with modern plumbing. An accompanying caption explains that these extra comforts for the farm home are procurable with extra cash obtained from extra cotton by top-dressing with potash.

Many of these advertisements refer to a free booklet which the reader is invited to send for, entitled, "Top-dress with Potash. It Pays!" which contains the full details of the 250 tests made in eleven States.

Besides this campaign in agricultural papers the company also advertises to fertilizer manufacturers in periodicals reaching them. Proofs of the top-dressing campaign advertisements, with a personal letter, are mailed to the full list of fertilizer manufacturers. Advertisements are sometimes made into mailing folders and sent to this list.

The advertisements to farmers are generally signed "Agricultural and Scientific Bureau" and most of the literature issued by the company for distribution among farmers bears this imprint. This bureau is devoted to laboratory research and field experiment the aim of which is to impregnate the company's sales activities with the modern idea of "science at the service of agriculture" which has become the keynote of the sales work of many manufacturers who sell to the farmer. It sends missionary men into the field to

"Food for Thought" Is on Every Menu.

By R. F. R. HUNTSMAN

The impulse to "Follow the Leader" is by no means confined to the sheep family.

We all follow sub-consciously the actions of others to an extent we rarely realize.

Four of you seat yourselves at table in the restaurant or hotel, idly pick up the menu, and for a few moments there is intense study of the "bill-of-fare."

"I don't know what I want," remarks one.

"Neither do I," adds another. Silence reigns.

Number three very deliberately says: "Well, I shall take some corned beef and cabbage."

Number four, who has been wandering all over the lot, and getting nowhere, promptly says: "That suits me too."

Number two trails also.

Number one hesitates, remarks that he doesn't care particularly for corned beef and cabbage, runs his eye down the list again and finally says to the waiter: "All right, make it corned beef and cabbage all around."

"All around it is!" says the waiter, and off he goes.

That's what he thought it would be all the time.

You perhaps are wondering what all of this has to do with the *Bronx Home News*—Well, it has a lot to do with it.

Many years ago—20 years and more—buyers of National advertising said of this news-

paper: "Oh, that paper is a 'give-away' paper. It's distributed free."

That was true then, but soon these readers demanded regular deliveries, were willing to pay for this service, and the paid circulation snow-ball began to roll.

After twenty-one years we find a *Bronx Home News* with over 100,000 A. B. C. home delivered circulation in the third largest borough of New York.

But many buyers of newspaper space still linger in the belief that this newspaper is a "Community Paper," a "Give-Away Paper," etc., and some of them will die in that belief.

"How many reporters do you think are employed by the *Bronx Home News*?" I asked one advertiser who believes himself fairly well informed about New York newspapers.

"Oh, maybe fifteen or twenty," he replied.

I told him there were more than one hundred.

But the boys in the Agencies, the keen, alert men who ultimately will rule the roost, wherever it may be that they land, are *picking their own food now*.

They are waking up in this matter of covering the Bronx. They see one newspaper in one big market of a million—only one. They find it is read in practically every Bronx home.

(Continued on page 108)

(Continued from page 107)

They learn that a small regiment of 738 newsboys deliver it at these homes every afternoon before 4 o'clock.

They learn that these readers pay James O'Flaherty over six hundred thousand dollars every year in subscriptions for the newspaper that some dullards still believe to be what it was twenty-one years ago.

They learn that the *Home News* subscriber gets all the real news the other papers carry—plus all the news of the Bronx with its population of nearly a million.

They learn that there are thousands of Bronx women who read no other paper.

They learn that 86% of Bronx women do all their shopping through *Home News* advertisements.

Will these alert buyers pass up the *Bronx Home News* when they are looking over the Greater New York menu?

They will not, and they are not.

They are learning more and more about the wonderful results produced by this newspaper. They don't run in flocks; they now do their own picking and choosing.

And when they pick the *Bronx Home News* to do a 100 per cent job in the Bronx they are going to show the Big Boss that they know how to get results, and how to get them fast.

R. G. R. Munismon, Inc.

Woolworth Tower, N. Y.

Tel.: Fitz Roy 0840

National Representative

"The Home News"

demonstrate to farmers how their crop yields may be increased and improved through the use of more potash in fertilizers. It publishes a monthly magazine, "Better Crops with Plant Food." This magazine is circulated to county agents, teachers of vocational agriculture, State experiment stations, agricultural colleges, and elsewhere.

Buick Motor Appointments

George C. Wallace, formerly regional manager for Chevrolet on the Pacific Coast, has been appointed assistant sales manager in charge of special sales work of the Buick Motor Company, Flint, Mich. Emerson J. Poag is now assistant sales manager and has been placed in charge of advertising, sales promotion, used car sales, marketing, research and publicity.

Arthur W. Spore, formerly assistant advertising manager of the Goodyear Tire & Rubber Company, has been appointed advertising manager of Buick. George H. Bell, recently engaged in dealer contact work, is now sales promotion manager. A. F. King has been appointed to the position of marketing research manager. Arthur S. Sarvis, assistant sales manager, will specialize in car distribution and forecasting.

Sawyer-Ferguson Formed to Represent Newspapers

The Sawyer-Ferguson Company has been established at Chicago as a newspaper publishers' representative business. Members of the firm are: J. H. Sawyer, Jr., with the Chicago office of *Liberty* since the magazine was first published and, prior to that, with the *Chicago Tribune*, and J. L. Ferguson, formerly with the *Literary Digest* and the *Chicago Herald and Examiner*, and, for the last three and a half years, with the Chicago office of *Liberty*.

The new company represents, in the Western territory, the *Chicago Daily Journal*, the *Tampa, Fla., Tribune*, and the *Greensboro N. C., Record*.

"Printing Trades News," New Publication

Printing Trades News has started publication at Chicago as a weekly for the printing trade in the Middle West. It is published by the Printing Trades News Publishing Company.

Thomas R. Master is advertising manager and Milton D. Levy is editor.

Auspitz-Lee-Harvey Appoints Edward Van

Edward Van has been appointed director of the new radio broadcast department formed by Auspitz-Lee-Harvey, Chicago advertising agency.

In the Better Homes of the Bigger Towns



EARNING TO SPEND

Thrift and industry are two of the requirements of the Boy Scout. He must learn to earn, and having earned, he appreciates value in his purchases. The personal purchases of Boy Scouts are worth appealing to, but more important still is the Boy Scout's influence on his parents in the family buying.

—BOYS' LIFE—

The 650,000 Boy Scouts of America look to Boys' Life not only for amusement but for information that will help them in their scouting advancement. Products advertised there are quickly recognized and favored.

Boys' Life with 200,000 paid circulation, is the official publication of the Boy Scouts of America, but is subscribed to, separately from dues, at 20 cents the copy, \$2.00 the year.

In the Better Homes of the Bigger Towns

BOYS' LIFE

2 Park Avenue—New York City

BOSTON	CHICAGO	LOS ANGELES
Old South Bldg.	37 So. Wabash Ave.	Blanchard-Nichols-Coleman



Marquette . . . newest of American automobiles . . . attracted millions of people to dealers' showrooms on June 1st, the day it was announced. Few new cars could hope to equal this drawing power. For Marquette is built by Buick. And, as a result of a quarter-century of fine car manufacture, the name Buick has grown to be synonymous with leadership in automobile design and value. Campbell-Ewald has prepared Buick advertising for nine years and is now preparing the advertising on the new Marquette.

Advertising  Well Directed

In addition to Marquette, the Campbell-Ewald Company advertises the following services and products: — American Automobile Association; Ashley-Dustin Steamship Line; Bank of Detroit; Bowes Brothers Bond; Buick Motor Cars; Burroughs Figuring Machines; Canadian General Electric Co., Limited (Institutional); Caterpillar Tractors (Canada); Chevrolet Motor Cars; Consolidated Corrugated and Folding Paper Boxes and Binders' Board; Copeland Electric Refrigerators; Deluxe Motor Cars; Delco-Remy Automotive Products; Delco Products; Lovejoy Shock Absorbers; Detroit & Cleveland Navigation Company; Detroit & Port Huron Steamship Lines; Dover Mfg. Co., Lady Driver Electric Irons and Percolators; Fireside Industries Home Arts Training; Fokker Airplanes; Food Display Machines; Fyr-Fyter Extinguishers; General Motors Building; General Motors of Canada; Harrison Radiators; Hercules Truck Bodies; Kelch Manufacturing Co., Metal Stamping; J. L. Hudson Department Store; Leonard Detroit Warehouses; Kleiner, Tom Moore Cigars; S. S. Kresge Stores; Leonard Products; McAleer Automobile Polishing Products; Milson Extracts and Pharmaceuticals; National University Society, Business Coaching; National Bank of Commerce of Detroit; New Departure Ball Bearings; Nicholson-Eric-Dover Ferry Line; Oakland Motor Cars; Oldsmobile Motor Cars; Panama Mail Steamship Co.; Pontiac Motor Cars; Postal's Elegant Cake Flour; Premier Cushion Springs; Rambler All-Metal Aeroplanes (Canada); Sawyer-Manney Road Machinery (Canada); Scher-Hirt Clothing; Shotwell Marshmallows; Society of Automotive Engineers; Stanford University Press; Union Title and Guaranty Service; Union Trust Service; United Motors Service; Viking Motor Cars; Webster Cigars; Western Air Express; Airplane Transportation; White Star Steamship Lines; Wolsey Woolen Wear (Leicester, England).

Campbell-Ewald Company, H. T. Ewald, President
General Motors Bldg., Detroit; New York; Chicago; Seattle
Los Angeles; Portland; San Francisco; Paris, France
In Canada—Campbell-Ewald, Limited, Toronto; Montreal
Address our Detroit Office for a booklet featuring the personnel and organization of the Campbell-Ewald Company



TEXTILE WORLD Wins A. B. P. Medal

The Associated Business Papers, Inc., has conferred on Textile World its 1928-9 award for Outstanding Editorial Service.

This marks the second time in two years that Textile World has been signally honored. A year ago it received two honorable mentions for editorial excellence in the awards of the A. B. P.

The 1928-9 Medal was given for Textile World's contribution toward the expansion and success of the rayon branch of the industry.



Textile World



BRAGDON, LORD & NAGLE
Division of McGraw-Hill Publishing Company, Inc.
TENTH AVENUE, at 36th ST., NEW YORK

The Seller Should Be Part of the Buyer's Production Line

Being Able to Give Service in Emergencies Holds Many a "Hard Boiled" Customer

By A. H. Deute

General Manager, The Billings & Spencer Company

OF course the buyer who doesn't give us an order is an inhuman wretch. He is probably getting some sort of special concession or allowance from the competitor. More than likely he has some secret dislike for the house. He doesn't buy on the basis of price and quality; he buys because of personal likes and dislikes.

That appears to be a pretty strong indictment of a man who is employed to do the buying. It is evidently the outburst of a disgruntled and disappointed salesman.

But there is plenty of truth in this complaint. Buyers are influenced by things other than price and quality. The impartial, cold-blooded buyer often develops a streak of "weakness," if you want to call it that, and everything being equal or nearly equal, turns business toward a particular house or a particular salesman for certain "personal" reasons.

As a matter of fact, the 100 percent impartial, cold-blooded buyer is to be found only in theory. There are many reasons why, should such an individual find himself in a present-day buying job, he would not last very long, because buying isn't any more cold blooded than selling.

In other words, just as buying depends on something more than merely a look at prices and specifications, so does selling need something more than merely having the goods and quoting prices. In short, there is an indefinable something which brings many an order to the salesman and to the house which seems, actually, to be entitled to it.

Many a time such a condition or relationship between seller and the buyer is created, developed and kept alive through individual incidents which stand out as land-

marks in the relations between the two houses.

There is a candy factory, for example, which for a good many years has enjoyed the practically exclusive business of a big lumber company's commissary department. During these years there have been arguments, disagreements and misunderstandings between the two firms, but all these have been smoothed over and the relations continued because of a rather spectacular start to the relationship.

About ten years ago the commissary buyer was giving all of his candy business to another house. He had no reason to spread his business around. As he said: "We are way back in the timber. It is hard for salesmen to get in here. It is an expensive trip. We have enough business for one manufacturer, but hardly enough to make it worth while spreading around. I'll stick to the one house as long as it sticks to me." So competing salesmen refrained from making the long trip in there over a poor dirt road.

He Didn't Know Conditions

One day, however, the factory that now gets the business put on a new salesman. He did not know of the connection between the lumber company and his competitor so he drove in to see the buyer. The buyer explained the situation to the new salesman. The salesman listened carefully and finally impressed this thought upon the buyer: "Some day, for some reason, that house may fall down on you. Will you, in that event, call me up and ask me to do the impossible?"

The buyer laughed and agreed to do that and the salesman's call passed from his mind. However, the salesman had taken his card

and fastened it under the buyer's desk blotter.

Some weeks later the lumber camp was putting on a big Saturday evening event. There was every indication that a large amount of candy would be sold. A new shipment was due in that afternoon. But when the little lumber train pulled in the candy was not there. Somebody in the candy factory had slipped.

The buyer telephoned but the factory was closed on Saturday afternoon. He knew the factory salesman's home telephone number but couldn't locate him. It looked like no candy for that evening and possibly \$100 or more profit lost for the company store. Then he thought of the competing salesman who had called and who had exacted the serious promise to call for help in a pinch and let the salesman do the impossible.

He took the card and called the salesman at his home. The man was on the other end of the phone. The buyer told his story. The salesman said: "Sure, that's easy for us. Do that sort of thing any day before breakfast just to get warmed up!"

"Well," the buyer said, "here's the chance you asked for. What can you do about it?"

"It's only four o'clock," the salesman replied. "I'll get hold of the stockroom man and fill up the back of my Ford and I can get out to your place in four hours. Look for me between eight and nine. Feed the customers plenty of soda pop and they'll be glad to get fresh candy when I get there."

A little after eight the grinning salesman and his Ford full of candy came out at the lumber company's end of over thirty miles of bad dirt road, after a fifty-mile drive up the Columbia Highway.

The salesman spent the evening at the "doings." When he left, about midnight, he and the camp and the buyer were all friends. What was more important, he had handled the candy sales himself and had worked so hard that the stock was almost exhausted and a fine big profit was on hand.

The following Monday morning

the salesman left his home at five o'clock and reached the company's store before the buyer. The buyer found the salesman camped in his outer office.

"We did so much business Saturday night that you're about out of stock. Thought I'd better see you first thing this morning so's you'd be taken care of. I'll phone your order in and we'll have it out for you on the afternoon train."

Is it any wonder that that salesman got an order and that when the man representing the other house came in a few days later he found himself out in the cold?

We had a similar instance a short time ago at Billings & Spencer. A manufacturer of machinery received an order for a dozen of a particular machine. The machines were to fill an export order. They were going along nicely toward completion when it was discovered that a special wrench had to be designed and built, one to go with each machine.

All for Twelve Wrenches

The order was placed so late that only overtime and close co-operation between various departments could get the job done. It was promised though to be done and shipped on a certain Tuesday, after working right through Saturday and Sunday. Then, a week before that time, the company found out that it could catch an earlier boat, one leaving on the previous Saturday to the original shipping date. Everything was ready except twelve tiny wrenches. However, the foreign buyer's New York representative insisted upon the order being complete in every detail before shipment was made.

So it was up to us. And all sorts of manufacturing acrobatics were resorted to. Using every possible short cut, it was found that Friday night about midnight was the earliest the job could be done. The wrenches had to be in New York not later than seven the next morning to be packed into the case and put on the boat.

So from ten o'clock on the sales manager of that division stood around waiting for the job to be

done. At about twelve-thirty he had a gunny sack of wrenches in the back of his car and was on the way to the New York dock.

Obviously, there was no profit in that order. The entire lot of wrenches brought less than \$15. It cost much more than \$15 just to drive to New York and back. But the house did not think of that side of the matter. The job was to put the wrenches on that boat.

Obviously, that sort of selling results in a buyer's attitude which is sure to be equally responsive. I have had an opportunity to become acquainted during the last year with R. T. Phipps, of the Bullard Machine Tool Company of Bridgeport. He seems to be carrying to a somewhat farther degree than any other buyer with whom I have had much personal contact what one might be called the 1929-30 model of relationship between buyer and seller.

He recently said to me: "The buyer really needs the seller as much as the seller needs the buyer. Present-day buying is much more than merely a matter of seeing prices and trying to squeeze out a reduction in price."

Importance of Ideal Relations

Then he explained that the outstanding responsibility of the present day buyer is not only to make it his business to see that his house is getting the right commodities at the right price but to make sure that the relations existing between the buyer and the seller are as nearly ideal as possible.

Here at Billings & Spencer we have three sales managers. Many a larger business gets along with just one. On the other hand, the plan of using three seems to justify itself.

The thought is this. Our particular business happens to fall into three well defined channels. Each works with a different group of buyers in different types of businesses. Each has its own peculiar problems.

The problem which confronts these sales managers is not one of driving and hammering for business. On the contrary, the Billings & Spencer sales manager is not so

much a manager of salesmen as he is a director of relations between the customer and the house.

Less and less does the present-day sales manager have to concern himself with teaching his salesmen, at least in the mercantile field, to get interviews with buyers. The salesman offering machinery and equipment, for instance, does not have to invent ways of getting past the grim-visage private secretary. Her job is to provide an appointment for him and generally she does.

The job of the sales manager is changing, too, as the business of selling is changing. As the salesman realizes that he is becoming more and more a service man to provide a proper connecting link between the two houses, so is the sales manager for the selling house becoming more and more an individual who maintains the proper relations.

There is the old story of the \$10,000 machine standing idle and unable to operate because in that entire mining plant not a single screw of a certain size could be found. All because the manufacturer of the screws had failed to make shipment.

"What's all this great big fuss about one tiny screw?" shop foremen asked. "Why all this excitement because a certain shipment of forgings went over until next week?" The answer was that if they had been shipped Saturday noon, a shop 100 miles away could have been working the following Monday morning. But because somebody didn't realize the difference between Saturday noon and "the first thing Monday morning" two days down time resulted, some 300 men lost two days pay and an entire production schedule was thrown out of joint.

It is that sort of thing which the present-day sales manager must concern himself with and it means not only a thorough understanding of the possibilities and limitations of his own plant and his line, but a full appreciation of the requirements of the customer.

"We've got to realize that the seller these days is a part of the

production line of customer," one of our sales managers wrote a short time ago. "Whether the selling is providing canned goods to a chain store or machinery parts to a machinery manufacturer, the fact remains that the seller must be a part of the business flow of the buyer. If the sales department alone realizes that, then this thing called "service" is just talk on the part of the sales department. But when the entire organization can come to realize what it means to be a part of the production line of the buyer, then the house is doing those things which mean so much to the buyer."

The instances discussed in this article illustrate what the individual salesman can do. The buyer is wonderfully responsive to such demonstrations of a firm's willingness and ability to fit in with the buyer's needs. It is, though, when the entire house, in all its departments, realizes that it is a part of the buyer's production chain that business comes to a company in proportion to its ability to work with its customers.

J. T. Gren Joins Boone Organization

John T. Gren, recently business manager of the *American Motorist*, has joined the New York staff of the Rodney Boone organization.

He will be associated with Davison Brown in the automotive department.

Mr. Gren previously had been with the old New York *Globe*, New York *Sun* and the New York *Herald*.

Robert Collins Joins McQuinn Agency

Robert Collins, recently with the copy staff of the Chicago office of the J. Walter Thompson Company, and prior to that, with Marshall Field & Company, wholesale, is now with McQuinn & Company, Chicago advertising agency, as copy writer and account representative.

Now Hays MacFarland & Company

Following the company's recent reorganization, the name of Low, Graham & Wallis, Inc., Chicago advertising agency, has been changed to Hays MacFarland & Company. Officers of the new firm are as announced in the May 30, 1929, issue of *PRINTERS' INK*.

Convention Delegates to Be Bank Stockholders

A hypothetical bank, with an affiliated investment company, has been organized by the Financial Advertisers Association for its annual convention, which will be held at Atlanta from October 30 to November 2.

As each delegate registers, he will be given a share of stock in the bank. It will be assumed that the bank has been properly organized, adequately capitalized and ably manned, but, being new, has neither good-will nor ill-will. The problem before the stockholder-delegate, therefore, will be one of launching and advertising a new business plan for the development of this institution.

Speakers, appearing as representatives of various departments of the bank, will outline their ideas for building a strong financial organization. Plans will be laid for the future of the commercial, foreign, savings, trust and investment departments. No phase of a large bank's interests is to be overlooked.

"What to do and how to do it," will be the theme of the entire program. How to build good-will through institutional advertising as well as how to merchandise each banking service will be treated.

The program of the first day will develop ways of selling the institution to the stockholders, directors, officers and employees as well as to the public. A foundation for the advertising campaign will be laid by making an advertising audit of the new bank to ascertain its advertising assets. Once these are discovered, the preparation of a campaign can be easily developed.

Following the general sessions, departmental meetings will be held. These meetings will be laboratories for the study of specific problems in business building. There will be departmental sessions for the savings, foreign commercial, trust and investment departments. Thus the convention will be a clinic, with a bank as the patient and the delegates as the physicians.

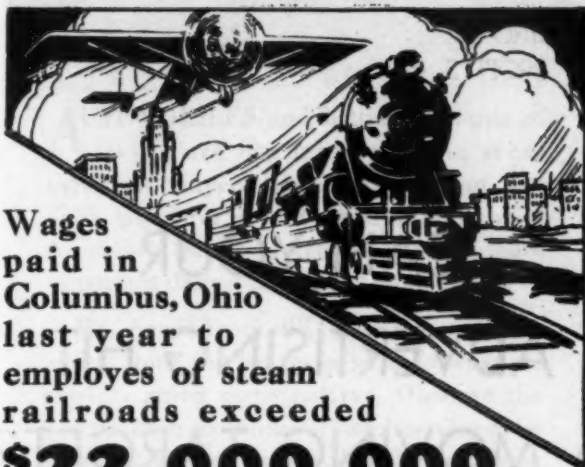
Charles H. McMahon, First National Bank, Detroit, is general chairman of the convention committee; I. I. Sperling, Cleveland Trust Company, Cleveland, is program chairman.

With Henri, Hurst & McDonald

Winfield Taylor, recently with the advertising department of Marshall Field & Company, retail, Chicago, has joined the copy staff of Henri, Hurst & McDonald, Inc., Chicago advertising agency.

Distillata Account to John S. King Agency

The Distillata Company, Cleveland, has appointed The John S. King Company to direct the advertising of Distillata drinking water and Hyklas dry ginger ale. Radio, outdoor and newspaper advertising will be used.



**Wages
paid in
Columbus, Ohio
last year to
employees of steam
railroads exceeded
\$22,000,000.**

*An Increase of
\$3,500,000 Over
1927*

*Almost 17%
of Columbus In-
dustrial Payroll*

*12,349 Persons
Afforded Steady
Employment*

THESE figures are derived from a 1928 payroll and employment report furnished by the railroads to the Industrial Bureau of Columbus.

The railroad shops employed on the average, 5,724 persons throughout the year and paid them \$9,808,027. The single road with the largest shop force maintained steady employment, the lowest month running but 6% behind the month of maximum employment.

Non-shop employees, which include operating, maintenance, clerical forces and others, averaged 6,625 persons. They received \$12,200,000.

The 12,349 Columbus persons who found steady employment last year, with this industry would make a small, thrifty city. Yet they represent less than 4% of the population of a city whose wage and salary income is close to \$140,000,000 annually . . . a city in which the Columbus Dispatch has 89% coverage of all the homes.

Columbus Dispatch

— OHIO'S GREATEST HOME DAILY —

Net Paid Daily Circulation — 119,430

. . . more than 93% concentrated in Columbus
and its rich trading area

HARVEY R. YOUNG
Advertising Director

Member 100,000 Group
of American Cities

O'MARA & ORMSBEE
National Representatives

SPEAKING OF
NET PROFITS

CAN YOUR ADVERTISING HIT A MOVING TARGET?

AUTOMOBILES and better standards of living are changing trading areas overnight. Buyers skip hither and yon, and each product is affected differently. Accurately aimed advertising becomes more important daily.

Mrs. Small-Town still buys kitchenware in a local store, but her tastes in underwear are rapidly going metropolitan. Observe the variations in six classes of purchases made by New Englanders outside their home towns:

Dresses	33%	Elec. Appliances	6%
Shoes	27%	Vacuum Cleaners	8%
Underwear....	17%	Kitchenware	6%

Figures for many other lines, and for all parts of the country, indicate that last year's analysis of trading areas may be costing you sales and profits today.

Credits, stockturn, the application of your advertising, and the districting of your sales work, are all vitally affected by the shifting zones of buyer interest.

With nation-wide facilities for market study, we enable advertisers to build better sales on the figure-facts of business.

• • •

FRANK PRESBREY COMPANY

ADVERTISING

247 PARK AVENUE - - NEW YORK



First Aid to Success! We are doing business in an age when lack of distinction means extinction. You will find in Success Bond a sheet whose pressroom performance is excellent. For those who must count their pennies while fighting for their place in the sun, the use of Success Bond is a discreet choice. For the new business, it forecasts success. For the established institution, it demonstrates it.

Success Bond


(Use envelopes to match your stationery)

"Note the Tear and Wear as well as the Test"

NEENAH PAPER COMPANY

Neenah, Wisconsin

SUCCESS BOND
OLD COUNCIL TREE BOND
CHIEFTAIN BOND
NEENAH BOND

Check the  Names

GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



Florida Clubs Told How to Hold Members

AT the annual meeting of the Fourth District of the International Advertising Association, which covers advertising clubs in the State of Florida, Henry J. Smith, president of the Miami club, outlined the methods under which the membership of his club has expanded from a few members to the largest civic organization in the city with over 300 members.

After a series of ups and downs in membership over a period of nine years, he explained, the club determined to find the cause of shifting interest. "We analyzed the aims and ambitions of an advertising club," said Mr. Smith, "discussed the oft repeated statement that an advertising club should be confined to an absolute program of advertising among members who were allied with advertising and its kindred crafts. We soon found that nine out of ten men were interested in what advertising would do for their business, keen to learn any new angles that might benefit them or the city as a whole. We then threshed the matter out and in one year our membership has increased in leaps and bounds."

The convention, which was held at Jacksonville last week, was attended by more than 100 delegates and guests. Considerable discussion was provoked by a move on the part of several members to withdraw from the I. A. A. and organize a State organization. The direct result of this movement was the adoption of a resolution embodying a vote of confidence in the parent organization, the resolution was passed after a discussion lasting more than an hour.

Karl Lehmann, of Orlando, was elected chairman of the district. He succeeds Noble T. Praigg.

Noble Enge, of Jacksonville, was elected vice-chairman; A. C. Smith, Miami, secretary; Henry J. Smith, Miami, treasurer, and E. E. Garrison, St. Petersburg, a director.

Miami was chosen as the meeting place for the 1930 convention.

Confectioners to Increase Advertising Budget

At its convention in West Baden, Ind., last week, the National Confectioners' Association voted to increase its present advertising budget to \$500,000 a year for three years, this figure to be based on one-tenth of 1 per cent. of the gross sales of the industry. The present campaign, started three years ago, was unanimously endorsed by the association. Hence the program for the next three years will embody an expansion of the present advertising and educational activities, under the direction of Charles S. Clark, Chicago.

A. M. Kelly, of Wallace & Company, Brooklyn N. Y., was elected president. E. R. Hutchins, of the Bonita Company, Fond du Lac, Wis., was elected first vice-president, and Louis L. McIlhenney, of Stephen F. Whitman & Son, Inc., Philadelphia, second vice-president. Walter C. Hughes, of Chicago, is the new secretary.

Mail-Order Sales for May Increase

Sears, Roebuck & Company report sales for the month of May this year of \$35,125,915, against \$24,202,920 for the month of May, last year, an increase of 45.1 per cent. Sales for the first five months of this year amounted to \$156,980,732 against \$120,429,946, an increase of 30.4 per cent.

Montgomery Ward & Company for May this year report sales of \$19,879,804, against \$15,871,390 for May, last year, an increase of 25.2 per cent. Sales for the first five months of this year amounted to \$100,853,901 against \$77,388,669 for the corresponding period of last year, an increase of 30.3 per cent.

The National Bellas Hess Company for May this year reports sales of \$3,764,423 against \$3,154,224 for May, last year, an increase of 19.3 per cent. Sales for the five months of this year amounted to \$18,952,581 against \$16,943,534, an increase of 11.8 per cent.

Joins Lord & Thomas and Logan

F. M. Mallory, formerly with the New York office of Erwin, Wasey & Company, has joined the San Francisco office of Lord & Thomas and Logan. Harry W. Bucknell, who was with the San Francisco office of Media Records, Inc., also has joined the San Francisco staff of Lord & Thomas and Logan.

Joseph Levine Joins Grey Agency

Joseph Levine, formerly with Abraham & Straus and Bloomingdale Brothers, has joined The Grey Advertising Service, Inc., New York, as an account executive. More recently he has been with Phillip Wolf, Inc., New York.

Grape Growers Plan Co-operative Campaign

A number of co-operative grape growers' associations in Western New York and Northern Pennsylvania are planning an advertising campaign for grapes and grape products which will be financed through a contribution by the growers not to exceed one dollar a ton on their vineyard production. Advertising Industries, Inc., Buffalo advertising agency, has been appointed to direct this advertising. Newspapers will be used.

M. E. Ticen with Williams Oil-O-Matic

M. E. Ticen has been appointed manager of the Dist-O-Stove sales division of the Williams Oil-O-Matic Heating Corporation, Bloomington, Ill. He was formerly with the XXth Century Heating and Ventilating Company, the Monitor Stove Company and the Fox Furnace Company.

Summer Advertising Golfers Ready for Play

The Summer Advertising Golf Association will hold its annual weekly tournament at Cooperstown, N. Y., from June 22 to June 29.

This will mark the association's silver anniversary. Special invitations are being sent to organizers and old members to meet again in battle over the Cooperstown golf course.

Harold S. Block, championship winner of the 1928 S. A. G. A. Cooperstown tournament, it is expected, will have many new contenders this year for the \$2,000 Barber Championship trophy. Irving L. Thoren was runner-up last year.

Mrs. William S. Bird was champion of the Woman's tournament with Mrs. William P. Wood, runner-up.

"Harper's Bazar" Appoints George Sakier

George Sakier has been appointed art director of *Harper's Bazar*, New York.

Chain-Store Sales for May

Company	May 1929	May 1928	% Chg.	5 Months 1929	5 Months 1928	% Chg.
F. W. Woolworth....	\$28,575,234	\$22,997,525	24.2	\$112,198,650	\$102,880,060	9.0
J. C. Penney.....	16,089,552	14,830,566	8.5	63,547,209	51,624,432	10.2
S. S. Kresge.....	12,344,743	11,339,766	8.8	55,072,693	50,956,030	8.0
National Tea.....	7,736,047	7,572,879	2.1	37,674,378	34,981,658	7.6
W. T. Grant.....	5,088,969	4,096,002	24.2	21,496,938	16,925,068	27.0
S. H. Kress.....	5,015,848	4,923,478	1.9	23,888,127	22,481,391	6.3
Walgreen Company..	3,746,188	2,478,820	51.1	17,105,412	11,653,575	46.7
McCrory Stores.....	3,260,588	2,972,126	9.7	15,688,789	14,449,479	8.5
Daniel Reeves.....	2,556,773	2,379,432	7.4	14,995,131	13,985,550	7.2
Melville Shoe.....	2,318,275	1,902,909	21.8	10,093,801	8,200,784	23.0
Childs Company.....	2,261,558	2,132,363	6.0	11,144,201	11,123,674	0.2
H. C. Bohack.....	2,197,615	1,839,089	19.5	9,144,423	7,990,617	14.4
J. J. Newberry.....	2,151,351	1,497,465	43.6	8,487,706	5,822,998	45.7
G. R. Kinney.....	1,779,369	1,671,847	6.4	7,520,578	6,732,526	11.7
F. & W. Grand.....	1,687,577	1,153,153	46.3	7,259,411	5,154,479	40.8
McLellan Stores.....	1,664,820	1,191,944	39.6	7,218,551	5,012,678	44.0
Lerner Stores.....	1,507,885	981,148	53.6	6,180,405	3,922,541	57.5
Lane Bryant.....	1,406,005	1,032,564	36.1	6,737,087	5,000,896	34.7
Western Auto.....	1,363,000	1,085,000	25.6	5,162,154	3,878,864	32.8
Waldorf System....	1,359,798	1,240,576	9.6	6,612,256	6,070,902	8.9
Metropolitan.....	1,359,665	971,445	40.0	5,320,703	4,245,528	25.3
D. Pender Grocery...	1,318,057	1,277,886	3.1	6,293,541	5,750,670	9.4
Jewel Tea.....	1,312,256	1,262,556	3.9	6,368,431	5,917,680	7.6
Schulte-United.....	1,290,620			4,606,339		
Peoples Drug.....	1,265,400	972,984	30.1	5,860,766	4,271,049	37.2
G. C. Murphy.....	1,192,137	896,122	33.0	5,227,550	3,884,745	34.5
Neisner Bros.....	1,145,723	714,714	60.3	4,493,678	2,895,508	55.2
Mangel Stores.....	1,010,917	784,079	28.9	4,271,981	2,959,553	44.3
I. Silver Bros.....	566,037	448,368	26.2	2,553,522	2,094,087	21.9
Federal Bake Shops..	362,804	317,664	14.2	1,856,954	1,649,584	12.5
Edison Bros.....	340,434	273,456	24.5	1,427,490	1,104,655	29.2
Morison Elec. Supply	192,598	129,167	49.0	892,650	523,826	70.0
M. H. Fishman Co....	164,381	61,692	166.4	473,538	183,143	158.5

G. R. Kinney reports eighteen new stores were opened by the company during the year preceding June 1, making a total of 329 stores in operation on that date.

Schulte-United reports 63 stores in operation at the end of May, this year.

NUMBER OF STORES IN OPERATION

	END OF MAY 1929	END OF MAY 1928		END OF MAY 1929	END OF MAY 1928
S. S. Kresge.....	333	449	G. C. Murphy.....	143	113
McLellan.....	244	192	Metropolitan.....	117	93
McCrory.....	236	221	Peoples Drug.....	104	73
S. H. Kress.....	194	183	I. Silver Bros.....	36	23
Walgreen.....	312	201	Neisner Bros.....	42	27

In the House of Lords

During the debate on the Road Vehicles
Regulation Bill in the House of Lords
on April 28, 1929,
VISCOUNT CECIL of CHELWOOD
said:



"I have one claim to call myself a wise man, and that is that I read 'Punch' with great regularity every week, and I often read the advertisements in 'Punch.'"

Lord Cecil went on to speak of the number of advertisements of Motor Cars in "Punch," and commented on the fact that many of them made a special feature of the speed at which they could go. High average speeds of several cars advertised in "Punch" were accurately quoted.

"Punch" is proud of the fact that his pages are frequently mentioned in both Houses of Parliament, and this latest reference in the House of Lords is now published for the special notice of his Advertisers of Motor Cars and Motor Accessories.

The quotation is from the House of Lords' official report.

MARION JEAN LYON
ADVERTISEMENT MANAGER



Associated Business Papers to Zone Activities

TO make possible more intimate discussion of the publishing, editorial, advertising and circulation practices of the 137 members of The Associated Business Papers, the executive committee, at a recent meeting held at Washington, D. C., approved a plan of regional organization which divides the United States and Canada into four zones.

This zoning, suggested by President C. A. Musselman, is planned to co-ordinate activities in the several departments of business-paper publishing so as to obtain, first, intimate discussion of these by the staffs of the publications. The second feature is to set up an organized means by which the results of these discussions may be presented to the annual fall and spring meetings in such a way as to make the best practices of each publisher the common practices of all.

The four zones, each with a chairman who is also a member of the executive committee, are:

Zone 1, Canada, Chairman, Horace T. Hunter, vice-president, Maclean Publishing Company, Ltd., Toronto; Zone 2, the Atlantic Seaboard including Boston, New York, Philadelphia, Baltimore, Atlanta and Charlotte, N. C., chairman, Edward H. Ahrens, president, Ahrens Publishing Company, New York; Zone 3, Cleveland, Pittsburgh, Cincinnati, Indianapolis and Lafayette, Ind., chairman, Warren C. Platt, president, *National Petroleum News*, Cleveland; Zone 4, Chicago, Milwaukee, Grand Rapids, St. Louis and Peoria, Ill., chairman, Elmer T. Howson, Simmons-Boardman Publishing Corporation.

To provide the nucleus for programs to be developed locally by each chairman, in addition to the several standing committees concerned with problems of advertising and general publishing policies, several new committees were authorized and will function co-operatively with the zone chairman. They are as follows: General direct-mail committee, chairman, G. C. Busby, Chilton Class Journal Company, Philadelphia; circulation committee, chairman, Stanley Clague, *Modern Hospital*, Chicago, and committee

on advertising sales, chairman, Edgar Kobak, sales manager, McGraw-Hill Publishing Company, New York.

In addition to the new committees outlined above, additional committees were appointed, including a rate research committee, C. J. Stark, president of the Penton Publishing Company, chairman, and a general finance committee, A. C. Pearson, president of the board, United Business Publishers Corporation, chairman.

The executive committee discussed policy relations between business-paper advertising and direct mail and catalogs and directories. In addition to a special committee on direct mail, another committee was appointed to inquire into the relations between the organized business papers and the organized directories and catalogs. F. M. Feiker, managing director of The Associated Business Papers, was appointed chairman of this committee. A special committee to study the post office situation as concerns the special needs of the business press was also appointed by President Musselman.

It was voted to hold the fall meeting in Chicago co-incidental, if practical, with the annual meeting of the Audit Bureau of Circulations. Paul I. Aldrich, editor and manager, *The National Provisioner*, is chairman of this fall meeting committee.

Acquires Pacific Rotary Printing Company

The Paterson Parchment Paper Company, Passaic, N. J., has purchased the Pacific Rotary Printing Company, San Francisco, to operate as its Pacific Coast subsidiary. The new unit will now be called The Paterson Pacific Parchment Company.

H. J. Potter, Advertising Manager, Welch Grape Juice

Harold J. Potter has been appointed advertising manager of The Welch Grape Juice Company, Westfield, New York, to succeed Curtis H. Gager.

Wesley P. Ammerman, for the last nine years advertising manager of Petersen-Harned-Von Maur, Davenport, Iowa, has joined the staff of The R. A. Moritz Company, advertising agency of that city.

This Advertiser Tripled His Business With An Idea Plus Pantagraph Advertising



Lyle F. Chadband

"My experience in the past four years removed all doubt from my mind as to the pulling power of Pantagraph advertising and the buying power of Central Illinois people.

"A new selling plan backed by 84,000 lines of advertising tripled my already substantial business the first year—revolutionizing the sale of jewelry in Bloomington.

"Virtually all of my advertising appropriation goes into The Pantagraph, and the return is always in keeping with the strength of the appeal."

—Lyle F. Chadband.

MAY, 1929

534,716 Lines Home Display

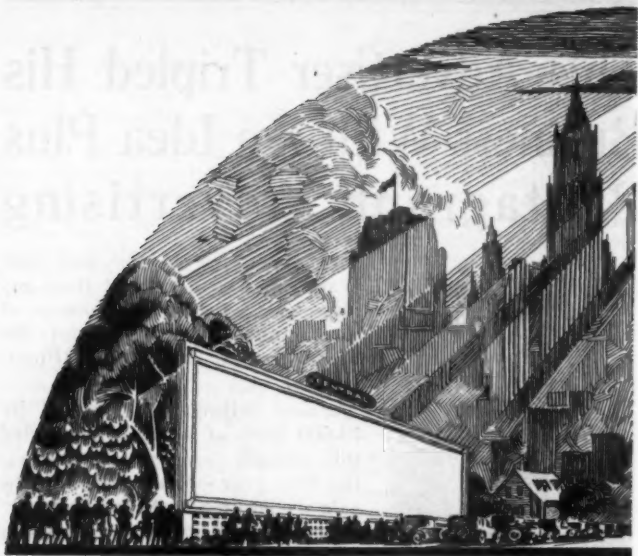
147,630 Lines National

(The Greatest May Lineage in Pantagraph History)

The Daily Pantagraph

BLOOMINGTON, ILL.

Representatives: CHAS. H. EDDY CO., New York, Boston, Chicago



Announcing the formation of **CENTRAL OUTDOOR ADVERTISING CO.**

Comprising the Stock and Properties of Harry H. Packer Company of Cleveland · General Outdoor Advertising of Cleveland and Toledo · Toledo Poster Advertising Company · Bond Outdoor Advertising Company of Toledo

FOR SEVERAL YEARS it has been evident that many advantages would come from a consolidation of outdoor advertising companies operating in Cleveland and Toledo territories.

Such a consolidation has been effected in the formation of The Central Outdoor Advertising Company which has taken over all of the assets of the above concerns.

In addition to eliminating needless duplication of effort and expense in outdoor advertising, this consolidation holds very definite advantages for the advertiser.

Under a unified policy, the finest outdoor advertising facilities known in America will be developed—first, from the standpoint of the utmost advertising value for every location; second, from that of adequate and scientific coverage of important buying areas.

Advertisers—local or national—are offered a service far more flexible than has heretofore been possible—a service backed by the combined facilities and advertising experience of the individual organizations.

The merchandising departments will be consolidated at once—



making more easily available to all outdoor advertisers, invaluable data on the buying habits and consuming powers of the population throughout Northern Ohio.

From the viewpoint of the public, too, this merger is highly important.

The Central Outdoor Advertising Company will be guided in all of its operations by the highest standards known in the advertising business. Structures, will be substantial, dignified,

good-looking . . . and they will be properly located with respect to community welfare and the opinion of all reasonably minded citizens.

There is no question about it, the new conditions will make the outdoor medium in Cleveland, Toledo, and the surrounding territories more than ever worthwhile . . . more than ever a paying proposition to the advertiser . . . more than ever a producer of results.

CENTRAL OUTDOOR ADVERTISING COMPANY
1028 Carnegie Ave., Cleveland, Ohio · 320 Vance St., Toledo, Ohio

CENTRAL

OFFICERS DIRECTORS

Chairman of the Board H. H. PACKER
President J. A. ZIMMER
Vice-President H. E. FISK
Vice-President T. L. KAPLIN
Secretary & Treasurer . . L. R. SWETT

PETER J. MONAGHAN
FREDERICK EBEL
HERBERT E. FISK
THOMAS L. KAPLIN
HARRY H. PACKER
JOHN A. ZIMMER
HARRY C. MACDONALD

Rx

Want to increase the pull of your copy in the South?

THERE is a sure formula for increasing dealer response in the South—especially in business paper copy. It is a simple formula, too. Simply incorporate in your copy:

*"Southern trade served from
our Atlanta branch factory"*

The trade of the South knows how much that means. They know that Atlanta is Distribution City to the South, and that goods in stock at Atlanta can be merchandised more profitably because fill-in is quicker, surer.

If your client happens not to be one of the dealers who have branches in Atlanta, ask the Atlanta Industrial Bureau for complete data on which you can base a recommendation. No charge, no obligation; and confidential relations of course. Write

INDUSTRIAL BUREAU,
CHAMBER OF COMMERCE
9155 Chamber of Commerce Building



*Send For
This Booklet!*

It contains the fundamental facts about Atlanta as a location for your Southern branch.

ATLANTA

Industrial Headquarters of the South



Mingling Modernistic Effects with Conventional Art Techniques

The Possibilities of a Blend of Extreme Illustration Ideas That Do Not Depart from Tradition—A Happy Compromise Brings Interesting Results

By W. Livingston Larned

FOR such advertisers as have little patience with modern art, its foibles and its eccentricities, there is a happy medium, or rather, a skilful and resourceful blending of the old with the new, retaining, as it were, the best qualities of both.

There is a case in point of an advertiser who, despite the pleadings of his advertising department and other specialists, stubbornly refused to permit the use of weird and wonderful drawings in a mood that he admitted was proving exceptionally popular. He just didn't care for that sort of thing and permitted his prejudice to dictate the pictorial policy of his campaigns.

The art department of his advertising agency plotted to undermine this prejudice, for the product, one sold to young women, was of a character literally demanding keeping pictorially abreast of the latest fads. To the advertising department the present schedules were woefully old-fashioned in view of the current craze for modern art.

Much of the old spirit was retained, with here and there a faint hint of jazzy compositions and "queer" techniques. It was, in brief, a compromise, so skilfully manipulated that it was quite impossible to tell where one technique started and the other left off. At first the advertiser complained a little. He did not quite know what some of the decorative border effects meant. But he was slowly won

over and today all of his illustrations are modernistic.

It is possible to find in magazines and newspapers now some excellent examples of this fusing of the old with the new. It is being done strategically and often with high artistic merit. One of the most



22% MORE POWER

5 MILES AN HOUR MORE SPEED

2 EXTRA MILES FROM EVERY GALLON OF GASOLINE



UNTIL you have driven the new Nash "400" powered by the Twin-Ignition motor, you can have no adequate idea of how much pleasure this newest advancement of Nash engineering has added to motoring.

Here are some very interesting facts and figures about Twin-Ignition performance. Our purpose in presenting them is to convince you that you now yourself a ride in the new Twin-Ignition-Motored Nash.

With Twin-Ignition, instead of single ignition (two big, heavy duty, strength-type spark plugs per cylinder, firing simultaneously, instead of one) Nash engineers have now made higher compression practical, and a considerably more efficient utilization of the power is accomplished.

The result is, that the standard Nash motor, with Twin-Ignition instead of the usual single ignition, produces, by actual engineering test, 22% more power, 5 miles per hour more speed, and gives you 2 extra miles of travel from every gallon of gasoline you purchase.

In fairness to yourself, do not think of buying any motor car today, until you have driven the new and finer Twin-Ignition-Motored NASH "400".

THE NEW
NASH

"400"

LEADS THE WORLD IN MOTOR CAR DESIGN

The Principal Illustration Here Is a Conventional Photograph but the Layout Is Ultra-Modern

common expedients is to include a standardized type of illustration and to surround it with the fantastic ideas of the modernist.

A photograph may form the real basis of the design and attempt no ultra moods, while the accessories are in the spirit of the times. Several advertisers are doing this quite adroitly as is evidenced by the pres-

ent Absorbine, Jr., campaign.

Dominant, in each composition, is a camera study of some character, man, woman or child, in action. These photographs have not been "doctored up"; they are normal, everyday pictures with nothing outstanding in their technique.

They are, however, superimposed against the most modern of background effects, such as queer angles, outlandish planes of crayon tone, freak lighting "stunts" and the zig-zag method of the futurist artist. The result is surprisingly appealing. Despite the fact that the main picture is "standard," even conventional, the backgrounds and the action lettering saturate each and every advertisement with modernism.

The process of production is comparatively simple. The character study photograph is silhouetted and mounted on cardboard which has a rough surface. Now the artist plans his composition lines and lays in the tones in modernistic style with a grease crayon or in tempera, with flat washes of gray and black. At the last moment a few flashes of white may be introduced.

In reproducing such compositions a combination line and halftone medium can be used, the photographic portions in screen and the background in line. Since the latter is drawn on the surface board, the porous pattern permits of this.

Thus a fifty-fifty compromise is made, the main portions of the illustration being camera-made, without retouching, and only the backgrounds, borders or accessories in a modernistic technique. Some surprisingly attractive results are achieved in this manner and they are quite popular today.

The Wade & Butcher magazine pages just now appearing seem to

reach a high place in the field of combined techniques and a description of them may prove useful to other advertisers who may wish to go but part way with modernism.

The product featured in each design is always wholly natural. It is either a retouched photograph or an original wash drawing done in a highly technical and detailed style. No liberties are taken with the

It took 200 Years to Perfect this Curved Blade for Your Razor

You can try it in a Minute for only a DIME

WADE & BUTCHER
SPECIAL
Curved Blades

No Liberties Are Taken with the Product in This Display but Modernism Is Evident Elsewhere

featured articles, such as razor blades and safety razor parts. They have catalog-like accuracy of reproduction qualities.

But at this point, the pages veer sharply away from the set and conventional. In layout, modernistic lines and type trends blaze an entirely different trail. Hand-lettered headlines gyrate in every possible direction as do the mortise lines for the halftone pictures. Finally, the blades are superimposed against what is very obviously a futuristic background made up of weird light rays and equally unconventional shadows.

IS YOUR COPY WRITTEN

IN RED INK OR

BLACK?

Copy—what your advertising tells—can quickly make or break your advertising structure.

Glorify mere verbiage at your peril. Cute phrases may tickle one's mood, but they fail when a check-up is made on results.

Get down to brass tacks. Put selling talk into your advertising—the sort of selling talk that speaks with authority. Make it ring true. Let it present a meritorious product or service in a meritorious manner.

Then it will speak with sincerity—it will be heeded—it will prompt action.

A heart-warming surprise is in store for the advertiser who has yet to experience the profitability of copy that strikes straight from the shoulder. May we show you what such copy has been accomplishing for our clients?

JAMES F. NEWCOMB & CO., Inc.
330 SEVENTH AVENUE, NEW YORK

This, then, is an instance of reproducing the product itself without taking any liberties at all, while the stage set of the advertisement, as a whole, is thoroughly modern.

This is somewhat of a compromise indeed for the tendency is to perk up the product itself with futuristic effects, along with everything else, including type faces and the hand-drawn action headlines.

Many automobile accounts follow this general principle in creating their illustrations. The car itself is kept free of eccentricities of technique, although everything else in the layout is as modern as the artist wishes. The belief is prevalent that certain products are harmed by outlandish techniques and motor cars could well be included in this class.

The blending process is singularly well handled in a campaign in colors for General Tires. Motoring scenes are decidedly modernistic, but the tires, conspicuously shown in the foreground in each case, adhere to the time-honored detail technique. Jazzed ideas are held at a distance.

Then there is the remarkable two-color magazine series for the Sundstrand adding machine, featuring an odd transition from the sedate and normal, in illustration, to the bizarre and modern. The basic theme of the campaign is that of a speed age in which seconds count. In every design these speed thoughts are symbolized.

But beneath the panel containing the modern illustration is a straight out-and-out literal study of the machine. From it spins the tape of white, figure-covered paper as it records a speed transaction. And this thread of paper, in motion, turns quickly and enters into the spirit of the panel picture above, where it is set whirling and danc-

ing in tune to the most thoroughly modernistic composition. There may be just a glimpse of the under part of train wheels whizzing along their tracks, or airplanes in flight, or motor cars, or the cogs of industry, but always, from the circumspect, realistic machines comes the paper tape, fused with futurism.

For the advertiser who is congenitally opposed to rather mad

IT'S THE HANG OF THE THROUNDER THAT MATTERS

THERE has been a sudden realization of the fact that clothes do "hang" in the showing—instead of "looking" them!

A tailor or a fitter painstakingly alters a pair of trousers so that they hang correctly in the saddle—so that they meet the showing at a precise angle. But you wear your trousers in a way that is due to the skill of the fitter!

Distinguished custom silvers—have and should—strongly urge consumers to know the proper hang of the trousers. And acknowledge an example to show that you select a pair for every pair of trousers in your wardrobe.

Pioneer is America's word for suspension. Pioneer styles are created by styles with minds and eyes ever open for the new and the novel—last thing in with an elegant interpretation of the modern wardrobe.

Because Pioneer is America's word for suspension—you will find Pioneer displays overwhelmingly predominant in the better men's wear shops—\$1.00 to \$15.00. So tough, big in their class as the important neckwear—so essential to the correct hang of the trousers of your business suits as they are to your formal attire. Brighten corners to match—there's no harm in being!

PIONEER SUSPENDER CO., Philadelphia
 PROVIDER, BANGOR, PAIDERS, ST. LOUIS
 PITTSBURGH, PHOENIX

PIONEER
America's word for
SUSPENDERS

**Pioneer Shows How a Few Carefully Placed Lines
Can Turn the Conventional into the Modern**

techniques and layouts, this alternative is to be recommended. It will solve his problem in that his campaign may keep up to date while his product is shown exactly "as is," without melodramatics.

The camera illustrator, keeping pace with innovations, has "painted" modernistic art with surprising ease here of late, especially as to backgrounds and light combinations. Here again the timid advertiser need not go too far. There is the unique series for magazine use for the Santa Fe Railway in which people in "story-telling" pictures are photographed from above from

The Syracuse Journal Advertising Value Is the Outstanding Newspaper Advertising Value in Syracuse and Central New York

The prosperity of Syracuse, N. Y., is not measured in the City of Syracuse ONLY—it is the center of a network of villages and cities which make the SYRACUSE TRADING AREA one of the most valuable markets in the United States.

And in this SUBURBAN MARKET the Syracuse JOURNAL reaches more families (and has a greater suburban circulation) than any other Syracuse newspaper: A. B. C. Auditor's reports show that in suburban cities and villages proper the JOURNAL has a reader audience 50 per cent greater than the other evening newspaper and nearly 100 per cent greater than the morning paper.

Coupled with the fact that the JOURNAL'S city circulation (home delivered and total) is thousands greater than the other two newspapers, the introductory claim is entirely justified.

National Representatives:

RODNEY E. BOONE

General Manager National Advertising

9 East Fortieth Street, New York

CHICAGO OFFICE:

H. A. KOEHLER
929 Hearst Bldg.

ROCHESTER OFFICE:

FRED H. DRUEHL
14 Franklin St.

BOSTON OFFICE:

J. J. CREMMEN
5 Winthrop Sq.

PHILADELPHIA OFFICE:

D. N. WHITING
Fidelity Philadelphia Trust Bldg.

DETROIT OFFICE:

FRANKLYN S. PAYNE
12-230 General Motors Bldg.

CONGER & MOODY

San Francisco

Los Angeles

Member International News Service, Universal Service,

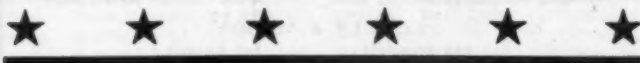
Audit Bureau of Circulations and Media Records

national dry goods reporter and drygoodsman



having the largest and most powerful circulation of any trade paper covering the medium and smaller department and dry goods stores—16,000 copies monthly, to be specific—proceeds in its very first issue to give the merchant pithy advice on how to sell in the most practical and efficient way.

Store events, large factors in selling success, are reported here with further editorial suggestions that induce the reader to stage similar events with equal success and very little trouble. Merchandising plans, suggestions for store promotion, displays that make goods move, intimate news of stores and inter-store relations—subjects dearest to the heart of every retailer—a compendium that proves how well National Dry Goods Reporter and Drygoodsman understands the problems of those persons to whom our every effort is directed.





Nor is editorial news neglected in its any phase. The key centers of America—St. Louis, Chicago, New York, Philadelphia and Boston maintain editorial offices for the sole purpose of contributing their timely findings through National Dry Goods Reporter and Drygoodsman to stores all over the country.

Subscribers to National Dry Goods Reporter and Drygoodsman are getting their full money's worth in solid information which is absolutely authentic and usable. Consequently, advertisers in National Drygoods Reporter and Drygoodsman can't fail to get the attention they deserve when surrounded by editorial matter of such tremendous importance.

Tell your story to the medium and smaller department and dry goods stores through the National Dry Goods Reporter and Drygoodsman—the paper that was planned for them, that most surely reaches them and holds their interest and respect.



national dry goods reporter and drygoodsman

chicago
215 so. market st.

new york
239 w. 39th st.



st. louis
1627 locust st.

a unit of united business
publishers, inc.

unusual angles, and given a futuristic hint, without in any manner detracting from the absolute, quiet realism of the camera's study of human beings.

Have you seen and studied the clever campaign for Burke golf clubs? The artist draws the clubs with photographic accuracy and then surrounds them with modernistic ripples of gray and white, ever widening, until they form a species of pattern background. Thus the advertising is 50 per cent modernistic and 50 per cent legitimate, if the word can be used in this sense. The plan has certainly surrounded the campaign with an individuality of its own.

There is no more striking and characterful series of advertisements than the one running for Royal typewriters, where modernistic technique and a literal picture of the product are fused into one attractive whole. The typewriters are normal in their camera style, but the background, descriptive and highly decorative, represents all that is modern and weird. Although photographed, these back sets would delight the heart of even the most radical supporter of modern art.

By encouraging perspective stunts and out-of-focus distortions, such backgrounds fall readily in the modernist's cult. The Royal series at times suggests that marvelous German motion picture, "The Cabinet of Dr. Calgari."

But the same treatment is not extended to the typewriters themselves. No adequate representation of the product is possible under these circumstances.

Many of the recent Frigidaire illustrations, interesting figure compositions, have so ingeniously welded the modern with the old-style that you are baffled by the dividing line between two wholly different art techniques.

At first glance the study of a mother and children in a pretty kitchen seems much after the manner of the better art techniques of the past ten years. There is no exaggeration and no straining after unusual effects. But now take a second look and you will observe that modernism is sparingly employed. There are those characteristic planes of flat tone and the



The Backgrounds in Royal Typewriter Illustrations Are Weird and Modern; the Product Itself Is Always Photographically Accurate

sharp, angular directing lines, and massed shadows or high-lights which make no attempt to follow "life" and camera accuracy. This, I believe, is the best idea of all, and is giving us many new and attractive mediums of pictorial expression.

When a product, or an important central theme, is handled with fidelity to detail and absolute realism, there seems no objection to allowing the artist to be as modern as he pleases elsewhere in the advertisement.

E. B. Stair with Bayless-Kerr

Edwin B. Stair, formerly with Pedlar & Ryan, New York advertising agency, has joined The Bayless-Kerr Company, Cleveland advertising agency, as account executive.

A Ringside Seat *for Your Advertising*

Advertising always has a ringside seat in the arena of Wall Street whenever it appears in THE BARRON GROUP publications.

THE BARRON GROUP—*The Wall Street Journal*; *Boston News Bureau*; and *Barron's, The National Financial Weekly* have a circulation among people to whom the daily news and trends in Wall Street are of vital importance—for dollars and cents reasons. In fact, some of these readers have copies sent regularly to several different addresses, so that they will never be out-of-touch with financial news.

Advertising appearing beside these news columns cannot fail to reach this important group of people of wealth and buying power. Here is a "preferred" advertising circulation of national scope which reaches, without waste, the greatest number of people who have the most to spend as individuals on fine homes, golf, automobiles, travel, and other luxuries and necessities.

Here is a ringside seat for your advertising in the arena of Wall Street—where money has a big punch and the "big punch" takes the "big money."

A blanket rate covering all three papers of

THE BARRON GROUP

This rate will be quoted to advertisers or advertising agencies upon application.

Address either: Paul Howard, Advertising Manager of *The Wall Street Journal*, 44 Broad Street, New York City, or Guy Bancroft, Advertising Manager of *Boston News Bureau*, 30 Kilby Street, Boston, Massachusetts

***The* BARRON GROUP**

The Wall Street Journal

Boston News Bureau

Barron's, The National Financial Weekly

Globe-T

Far Larger Circulation Than
St. Louis Daily

nearly
TWICE
the circulation
of The **STAR**

350
more than
the **POST**

NEW YORK
F. St. J. Richards
Room 1200
41 Park Row
Phone: Corti'd 0504-5

CHICAGO
Guy S. Osborn, Inc., 360 N. Michigan Blvd.
Phone: State 4107
Charles H. Ravell, Financial Advertising
332 S. La Salle St.; Webster 2770

DETROIT
Jos. R. S. ...
3-241 Ge ...
Motors ...
Phone: Em ...

St. Lou

Ky.

Tenn.

Democrat

larger Than Any Other
Daily

3500
more the
POSTAL CATCH

nearly
4 TIMES
the circulation
of The **TIMES**

DETROIT
Jas. R. Bidwell Co.
3-2416
Motors
one: Eu

SAN FRANCISCO
R. J. Bidwell Co.
42 Market Street

SEATTLE
R. J. Bidwell Co.
Stuart Bldg.

LOS ANGELES
R. J. Bidwell Co.
Times Building

LONDON
Dorland Agency
Ltd.
16 Regent St., S. W. 1

CHAIN STORE REVIEW

Fifty Cents

The first
and only
Complete Coverage
of the
Chain Store Field
with Circulation
over 30,000
Guaranteed

For information write or phone—

Chain Store Review, Inc.
1732 Graybar Bldg., New York City



The Commercial Fair Continues Important Abroad

A COMMERCIAL fair which will open on June 16 at Bordeaux, France, will, it is estimated, draw 500,000 visitors and buyers. According to another estimate, one-third of the goods entering the French colonies will be contracted for at this fair. Yet, this commercial exhibit is but one of a number which are being held, or will shortly be held, in the various countries of Europe.

In this country, the commercial fair has never developed into a merchandising device of major importance, although food shows, own-your-own home shows, etc., which are, in reality, offshoots of the commercial fair idea, have achieved a certain standing and are held with some regularity. In Europe, however, the commercial fair is looked upon as a sales building opportunity that is second to none and, as a consequence, American manufacturers selling to the various European countries would do well to investigate these exhibits closely.

This is the gist of a report lately issued by the Department of Commerce. The report lists a number of the fairs to be held in Europe during the next few months and emphasizes a fact that is not generally known: these fairs reach the ultimate consumer as well as the trade. In other words, they serve not only to introduce a product to distributive outlets but they also help to acquaint the general public with merchandise of all descriptions.

In referring to the Bordeaux fair, mentioned above, the Department's report mentions that merchandise is displayed by some 2,000 exhibitors. Naturally, among this large number of exhibitors is to be found an extremely wide range of products including such diversifications as foodstuffs and motor boats, radios and office equipment, furniture and industrial equipment, etc.

Another fair referred to in the

report is called the Eighth Commercial and Industrial Exhibition and Fair. It takes place in Tallinn, Reval, Estonia, in August. Although of recent origin, this fair has developed into an important event in the Baltic countries. A report of the last fair indicates that there were 900 exhibitors, representing every industry.

There is also reference to a fair which was originally organized in the thirteenth century. This is called the International Sample Fair and will be held by the city of Vienna from September 1 to 7. It is a semi-annual event. Approximately 200,000 buyers and visitors from all over the world take in this fair.

Then there is the Nineteenth Prague International Sample Fair which is scheduled to open September 1 and close September 8. Approximately 470,000 people attended the last Prague International Sample Fair and buyers from 36 countries were present.

The report continues: "The Fourth International Fair of Saloniki will be held from September 15 to 30, 1929. To the people of the Near East, this fair is an important event of the year, and here is offered an excellent opportunity to introduce foreign goods into that part of the world. Approximately 350,000 buyers and visitors attend. Retail sales are permitted on the last two days. At the 1928 fair more than half of the exhibits, which reached the 1,000 mark, were displayed by foreign firms, either directly or through their Greek agents."

The Department of Commerce at Washington has compiled complete data concerning these commercial fairs and American exporters who plan to participate in them should find this information of great value, particularly since there are a number of fairs held abroad which are not worthy and about which the Department is fully informed.

With "Sunset Magazine"

Alfred Le Conte has joined *Sunset Magazine*, San Francisco, as circulation manager. He was formerly with *Child Life* and *Pictorial Review*.

"More Than 'Price-Tag' Value"

Why One Manufacturer Is Throwing All His Support Toward the Independent Retailer

Based on an interview by Charles G. Muller with

Fayette R. Plumb

President, Fayette R. Plumb, Inc.

THE independent retailer is being told that he faces oblivion unless he combats the competition of chain and catalog organizations. But while everybody *talks* about the independent's troubles, nobody *does* very much about them.

Now steps out a manufacturer to place himself squarely behind the retailer, with an aim to tell the public exactly why the independent retailer is the only outlet who can give the consumer "more than price-tag value." This step has been taken after long and careful study of merchandising conditions in the hardware field, and to manufacturers in all lines who are trying to find where present-day independent-chain competition is heading, the Fayette R. Plumb, Inc., story will be of help.

For this company has announced in large space advertising to its trade that it does not sell Plumb tools, or any other tools, to chain stores and catalog houses. This announcement is the first effort in a campaign to show independent retailers how to combat competition and to show the public that the independent is the one distribution outlet that can give knowledge of product and service in addition to "price-tag" value.

"When chain stores and catalog houses entered the hardware field," says Fayette R. Plumb in describing the present situation and what led up to it, "independent retail merchants under-estimated the competitive power of these distributors. Lately the independent has over-estimated the competition, and in our field, as in business generally, there has been a great deal of talk and an immense amount of action that has not been particularly well directed toward clearing up the situation.

"From a purely selfish motive,

we have tried to look over conditions as they affect the distribution of our hammers, hatchets, files, sledges and axes. What we have found is the following:

"Until the last year or so, chain stores handling hardware have been those whose prices run up to one dollar, and their merchandise has had to be the cheapest obtainable. Too, these stores have stocked a general line of merchandise, and their hardware sales proportionately have been a small part of their business.

"Within the last couple of years the leading mail-order houses have been establishing chain retail outlets with higher priced and better grades of merchandise, including hardware, and reports indicate that there will be between one and two thousand such stores by the end of this year. Even here, however, hardware is only one part of total business.

"Getting down to actual figures, sales of all chains including catalog house stores and sales of catalog houses from catalogs amount probably to *less than 5 per cent of the total hardware distributed in the United States*. Even more striking—these outlets sell not more than 15 per cent of the total of the *kind of hardware articles in which they specialize*.

"In other words, what the independent sees in chains and catalog houses as a threatening competition is a bugaboo when actual sales figures are obtained."

Considering this from the Plumb company's point of view as producer then the independent system of jobber-dealer, distribution offers tremendously more opportunity than does a distribution through the chain-catalog system. Having determined this to his satisfaction, Mr. Plumb went into other angles

How Can You Do A Complete Job In New England and Forget Vermont?

To do a real job in Vermont it is only necessary to cover the six real buying centers of the state. This can be done easily and economically through the six influential papers in these centers.

VERMONT ALLIED DAILIES

Barre Times

Burlington Free Press

Brattleboro Reformer

St. Johnsbury Caledonian-Record

Rutland Herald

Bennington Banner

of these competitive types of distribution to find what he could about their comparative possibilities for increased consumer sales when properly directed.

"Starting out on our own manufacturing basis," continued Mr. Plumb, "which is that articles of hardware are meant to meet specific purposes rather than general needs, I found that in chain stores, chief sales reliance is placed on display and price tags. This leaves the consumer to depend upon appearance and price in choosing the article for any particular purpose. Too, in such stores choice of articles is limited.

"This condition is not so different in the retail stores of the catalog houses. I personally visited a chain retail store of a leading mail-order house to buy an axe. Seeing none on the floor, I asked a clerk about axes and he inquired what kind I wanted. 'What kind have you?' I asked him, and thereupon he brought out a catalog from which I picked what looked to be what I wanted. The clerk disappeared and returned with one axe which he handed over to me. I had no chance to make comparisons, ask information, or select the axe best suited to my needs.

"Altogether, then, conditions in chain and catalog stores may be summed up by saying that their field is limited to smaller hardware items of wide use which consumers may buy easily by looking over displays and whose value may be determined by appearance and price tag.

"From the viewpoint of the manufacturer of high-grade items, this limitation is extremely important, for it pretty well excludes these outlets from consideration by a company which, like our own, produces tools intended to do specific jobs and whose merits can only be pointed out by salesmen with a knowledge of why the tools will do these specific jobs well and why the price of each is what it is. Secondly, this limiting line under which chain and catalog houses must of necessity work is the point where the independent retailer comes into his own, and the manu-

facturer's opportunity to help the jobber-retailer system of distribution is in showing the latter outlets how to capitalize this chain-catalog limitation."

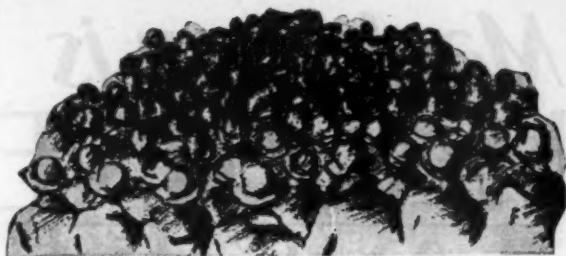
Before showing how the Plumb company is setting out to stress this opportunity, it will be well to consider the so-called competition between independents and chains a little more broadly, for such a consideration will make clear a point which Mr. Plumb, in previous investigations into merchandising, has uncovered—which is, that competition very often is wasteful and does little more than raise prices, and that intelligent merchandising often consists in withdrawing from such expensive competition.

"Summed up briefly," says Mr. Plumb, "it appears that the loss on the part of independent merchants of many of the five, ten, twenty-five and perhaps fifty-cent sales, is not a loss at all but rather a gain. For the average retail store which does its selling through clerks who are salesmen and who get a salesman's pay cannot profitably handle sales below a certain size. There is a multitude of consumer demands for items of well known general use below the profitable price and the chain store functions economically to supply these demands, provided the customer knows what he wants.

"Such low priced items are bought by the consumer, and these can be supplied through the medium of display which shows the selection at a glance and through low salaried clerks who merely wrap and make change. Higher priced items and even low priced ones of technical use must be sold to the consumer through trained salesmen who know about them and whose salary is larger than that of wrapping clerks. The chain and the catalog house can best take care of the first group; the independent store can best handle the latter.

"So the present problem, as I see it, is:

"(1) To make clear to the independent that the chain form of distribution is economically per-



60000 Home Managers

¶ The home manager is of course the housewife; she not only manages the home, but also does most of the buying and usually does it efficiently. ¶ She keeps herself well informed by reading a newspaper that makes it a point to keep her posted on all things pertaining to her job. ¶ The Post-Standard has the most interesting Women's Pages in Central New York, and the whole paper is edited with an eye to its enthusiastic acceptance in the home.

¶ The Post-Standard's HOME-DELIVERED Circulation, not only in Syracuse, but in all Central New York, is the best measure of the success of this editorial policy.



THE POST-STANDARD

Syracuse, N. Y.

PAUL BLOCK, INC.
Representatives

New York
Detroit
Chicago

Philadelphia
Boston
San Francisco

DAILY OVER 60,000 NET PAID

SUNDAY OVER 66,000 NET PAID

A one-hundred year old newspaper!

Machinery is **MACHINERY**

ANALYSIS

One-third of all American manufacturing is embraced in what is termed the metal working industries, the country's greatest industrial classification. The circulation of *The Iron Age* is divided among the three interdependent groups of this field in the proportions below:

FIRST

Consumers of metals.

(a) Manufacturers who machine, form, cast, fabricate, or otherwise work metals.

(b) Public Service Corporations, Railroad Purchasing Departments (not railroad shops), Federal, State and Municipal Government Offices, Mines, Engineers, etc.

} 63.7%

SECOND

Distributors of machinery, tools, mill and factory supplies, hardware products and metals.

} 12.8%

THIRD

Producers of metals, whether they be ferrous, non-ferrous or alloys.

} 12.6%

For 74 years *The Iron Age* has been the journal of these three factors of the metal working industry. To the manufacturer whose product is consumed in any one of them, it offers invaluable sales assistance.



OVER
75,000
READERS

Whether it produces cigarettes, sugar or silk, it's a thing of metal and a child of the metal-working industry.

We call it a basic industry—the industry that makes the metals and the machinery to make the machinery of all our complicated modern civilization—and it is served by a publication that is written in terms of fundamentals—of materials, methods, machines and management—The Iron Age.

Thus while the makers of farm tractors and cash registers do not advertise in The Iron Age, they both *find it hard to do business without it.*

The prices of materials, management of shops, improvement of processes, adaptability of new equipment, handling of materials, business temper of the country—these and many other technical and business subjects are presented each week in terms that apply directly to the plant problems of both. The article about the plant that cut costs, will apply not to a soup cannery, but to a metal-working plant.

These readers form a great and various assortment, but with common interests that weld them into an important unity for the manufacturer who finds his market in the metal-working industries.

Such can and do use The Iron Age because it deals in the mutual problems of the whole broad field.

THE IRON AGE

A unit of UNITED BUSINESS PUBLISHERS, Inc.

Seventy-fourth year

239 West 39th Street

New York City



forming a function which the independent cannot perform except at a loss.

"(2) To point out that in the higher grade and technical fields where goods are sold instead of bought, the retailer has an opportunity to make money without fear of competition for the reason that chains—whose main selling appeal is price—cannot *sell* merchandise any cheaper than he. For as soon as the chain adds the expense which always accompanies good selling, it deprives itself of its one major advantage of price.

"(3) To show the retailer how to withdraw from the unprofitable field into the non-competitive, higher-grade, profitable field that is naturally his, and how to make the most of it."

For years the Plumb company has by word-of-mouth let it be known in the trade that it does not sell to chain stores and catalog houses—a policy dictated, as Mr. Plumb already has said, for the purely selfish reason that greater sales can be obtained and better service to the consumer rendered through independent distribution for high-grade merchandise manufactured to meet specific requirements and graded accordingly in a way that cannot be perceived by the average consumer who must be *sold* the proper tool on a basis of value per dollar involved. Now the company sees the time ripe to come out boldly under a hardware store slogan of "More Than 'Price-Tag' Value," and to show the hardware dealer how to play up this slogan and its underlying idea to the consumer so as to develop the profitable and higher grade market which is normally his.

In recent issues of a half-dozen trade magazines, double-page spreads—one of them in color—Plumb advertising carried this message:

Plumb takes this public stand . . . squarely for the hardware merchant.

Beneath was pictured a poster that will go into store windows addressed to the consumer as follows:

The Hardware Store Slogan . . .
"More Than 'Price-tag' Value."

The above is more than an eye-catching phrase. It is the bed-rock foundation of the retail hardware business. From the beginning, "More than 'Price-tag' Value" is trained into the hardware man. It is the basis of all dealings with customers in the hardware store. . . . Is delivered with every sale. It means expert service, extra value, lasting satisfaction. . . . The cheapest in the end. Only the independent hardware merchant can give this service and value.

Read this statement by Fayette R. Plumb.

Plumb does not sell Plumb Tools or any other tools to chain stores and catalog houses.

We want every Plumb tool user to buy only the tools that will give him the most satisfaction for the least outlay.

Our experience shows that such satisfaction and saving can best be delivered to the user of tools by the independent retail hardware merchant, who is supplied through the hardware wholesaler.

There is a right tool for every job.

Plumb Hammers, Hatchets, Files, Sledges and Axes are made in many styles and sizes, grades and finishes—so that a suitable tool, saving cost, saving time and labor, may be had for the work you have to do.

The hardware merchant is a specialist in tools and their uses. Knows the requirements of his community . . . has the needed tools in his stock . . . can be depended upon to guide you to the most satisfactory choice.

Plumb service to tool users, starting here in the factory, is carried out through the independent hardware store with greatest efficiency and economy to the buying public.

In tools and hardware, a satisfactory choice cannot be made from price-tag or catalog description. That being our experience, we do not sell Plumb tools or any other tools to chain stores and catalog houses.

The second page of this spread showed a practical way for the dealer to start in to control his rightful field. Around a center panel showing a counter display of hammers ranging up from 75 cents to \$2, was this explanation:

Plumb "Trading Up" unit overcomes Chain Store Competition.

It demonstrates your knowledge of values and service.

Showing cheap tools to customers, without comparing them with better tools, throws sales to the cheap lines and loses money for you.

Use your knowledge of values and service to sell quality tools. Give your customers a chance to compare values. Give them an opportunity to "trade up" on their tool purchases.

People are constantly trading up their purchases. It is human nature

Radio Broadcasting from Individual Stations Discs for Broadcasting? Yes!

Nearly every *important* station outside of New York is equipped with special reproducing mechanisms. The use of *discs* is not dependent upon the purchase of time from any group or agency. There is no monopoly in the creation of discs. These aids to broadcasting are available from several reliable manufacturers.

Save Money!
Buy Direct!

Save the profit on talent; buy direct; buy the master records and imprints direct.

For further detailed information and advice write

Scott Howe Bowen

Incorporated

*Exclusive eastern sales office of
leading individual Radio Stations.*

274 Madison Avenue
New York City
Phone Ashland 7356-7

180 No. Michigan Avenue
Chicago, Illinois
Phone State 5224

Nearly 2,000,000 copies

GEORGE W. KETTLE
Managing Director
Dorland Advertising Ltd.
London, England

It is difficult for the American Business Man to grasp the gigantic national influence of THE DAILY MAIL. I believe in no other country is there any parallel to the national diffusion of a great Newspaper Organ penetrating into the daily life of the Nation.

The nearest parallel of a national nature from an American point of view, is probably the "Saturday Evening Post." THE DAILY MAIL might be regarded as the daily "Saturday Evening Post" of the British Isles.

THE DAILY MAIL is also unique in that it commands the reader interest of the woman in the home, equally with the man in the office. As a medium for the advertising of a Popular Commodity has no superior; as a Medium for the advertising of Stocks and Shares it has no rival. Wrigleys use it: Rolls Royce use it!

Geo. W. Kettle

ON

D. E. BRUNDAGE
Managing Director
Lord & Thomas Ltd.
London, England

Great Britain is a newspaper country. American advertisers, used to thinking of the magazine appropriation as the backbone of their campaign, are sometimes astonished to find that in this country the newspaper is of major importance as an advertising medium.

THE DAILY MAIL has a net sale of 1,998,958 and its front page is probably the most powerful advertising space in the world. In addition to consumer effect, it has a very important dealer effect, giving to any article the cache of being advertised on a nation-wide scale.

D. E. Brundage

What Big American Advertiser
with Organization Br

Daily Mail

THE DAILY MAIL is the great national home newspaper of the United Kingdom. With a certified daily net sale larger than that of any other newspaper on earth; it penetrates to all parts of England, Scotland, Ireland and Wales. In every city, every town and every village THE DAILY MAIL has its readers.

Listed below are some of the important American concerns who have built up a national demand for their goods throughout the United Kingdom with the aid of THE DAILY MAIL. The results thus achieved promise swift success to any other American manufacturer planning to market his brands in

Daily Mail

THE NATIONAL NEWSPAPER

1,998,958 Daily

NORTHCLIFFE HOUSE LONDON

British
newsp

Americ

Anglo-A
Elizabeth
Cadillac
Colgate's
Monte Fr
Motors

Ford
Gillette
Goodyear
Harriet H
Honey C
Sweeper

Instan
Kleinert
Cheese
mens Sha
national Ra
Palmolive
Face Crea
lactic Bru

writer
Sheaff
Pianos
in-one O
Lines
Williams

Striking
Americ
Britain

Copies every day!

Advertising Agents
Britain think of the

The Daily Mail

Britain by using this great national newspaper.

American Products Advertised Successfully in The Daily Mail

Anglo-American Oil Co., Ltd. . . Armour & Co., Ltd. . .
Elizabeth Arden Preparations . . Buick Motor Cars . .
Cadillac Cars . . Chevrolet Cars . . Chrysler Motors . .
Colgate's . . Congoleum Squares . . Cuticura . . Del
Monte Fruits . . De Soto Cars . . Dodge Motors . . Essex
Motors . . Fels Naptha Soap . . Firestone Tires . . Force
Ford Motors . . Forhans Tooth Paste . . Frigidaire . .
Gillette Razors . . Glyco-Thymoline . . Goodrich Tires . .
Goodyear Tires . . Graham-Paige Cars . . Grape Nuts . .
Harriet Hubbard Ayer, Inc. . . Heinz 57 Varieties . . Hinds
Honey Cream . . Hood Rubber Co. . . Hoover Suction
Sweeper . . Hudson Motors . . Ingersoll Watches & Clocks
Instant Postum . . Jantzen . . Kellogg Corn Flakes . .
Kleinert Dress Shields . . Kodak . . Kolynos Inc. . . Kraft
Cheese . . Kelvinator . . Libby, McNeill & Libby . . Men-
nens Shaving Cream . . Mobiloil . . Nash Motors . . Na-
tional Radiators . . Nujol . . Oneida Community Plate . .
Palmolive . . Parker Duofold . . Peppodent . . Pompeian
Face Cream . . Ponda Extract . . Post Toasties . . Pro-phy-
lactic Brush Co. . . Quaker Oats . . Royal Standard Type-
writer . . Royal Worcester Corsets . . Scholl Foot Easers
Sheaffer Pens . . Squibbs Dental Cream . . Steinway
Pianos . . Studebaker Cars . . Sun Maid Raisins . . Three-
in-one Oil . . Underwood Typewriters . . United States
Lines . . Venus Pencils . . Wahl Eversharp . . Westclox . .
Williams Shaving Soap . . Wrigley's Spearmint.

Striking tribute to THE DAILY MAIL from
American agencies with organizations in
Britain.

The Daily Mail

NEWSPAPER OF BRITAIN

58 Daily Net Sale

LONDON, E. C. 4.

L. W. WEDDELL

Director

Erwin Wassey & Co., Ltd.
London, England

In practically every case the first publication to be considered in connection with any national advertising campaign in Great Britain is THE DAILY MAIL. It has widespread coverage and our experience has proven that it reaches not only the main population centres but penetrates to the remotest parts of the British Isles.

One would assume that a circulation of almost 2,000,000 must be more of a mass than a class circulation. While this is true, we have found that this is a publication which should not be overlooked by any advertisers interested in national sales whether his product be in a low-priced, popular class or of a type only appealing to the wealthy.

We have used THE DAILY MAIL for toilet articles, food products, household electrical appliances, office equipment and low-priced and high-priced motor cars, and in every case this paper has justified its inclusion. In addition to consumer effect, one main function which THE DAILY MAIL plays in an advertising campaign is its tremendous trade influence.

Erwin Wassey

A remarkable book of facts and figures entitled "How much shall we spend in THE DAILY MAIL?" will be sent to any firm contemplating an advertising campaign in Britain upon application by an executive to The American Business Manager, THE DAILY MAIL, Graybar Bldg., 420 Lexington Ave., New York City, N. Y.

to compare and select the better article—whether it be motor car, hat, clothing . . . or hardware.

Plumb's job, as a quality tool maker, is to help you increase your sales of standard quality brands—of high-grade, profit-bearing items which increase your dollar profits.

The new Plumb "Trading Up" Unit is designed to do this.

One dozen Plumb Nail Hammers of four different price ranges, packed in a single carton, with a counter display which holds a hammer of each grade.

The very contrast of the actual tools, the convincing reasons why given on the display—steer the majority of sales to the quality items. It "trades up" your entire hammer business.

Above photographs of the trading up unit in actual use were explicit directions for getting results, such as display on center tables, by cash register, etc.

All of this was the opening gun, and it was followed immediately by a letter to 20,000 hardware retailers over the country, the letter's purpose being to show graphically that the advertising is not merely a dramatic gesture but is the first move in a determined effort to do something practical about the retailer's problems instead of merely talking about them.

"Where we go from here depends on the support we receive from the trade," says Mr. Plumb. "Our aim is to advertise generally, a poster for the dealer's window being only the first effective step toward showing the consumer what the dealer will do for him and toward showing the dealer how far Plumb will go to help him if he responds. In our farm and mechanical magazine advertising, we also are referring to our efforts along these lines, but we will not devote full space to the subject in these mediums as we did in the trade magazines.

"Because we feel that it will not be easy for the retailer to jump right into the exclusive selling of profitable items outside the competing range of chain and catalog merchandise, we are urging that he should keep a stock of these articles to show consumers that he is able, if he will, to meet competition at a price. We point out that while he stocks such merchandise, he should sell, however, the articles

which give customers lasting satisfaction and real service so that he will continually be sounding the basic note of 'specialist to individual needs.'

"We believe that there will continue to be wasteful and, to the dealer, disconcerting competition in that some of the chains and catalog houses will try to go outside the field which they economically are fitted to serve, and therefore we have taken the steps outlined in this article so as to clarify for the independent merchant the basic elements in the situation which he will face. In brief, we are trying to impress on him that he has a natural merchandising field which only he can cultivate fully and we are trying to show him in detail how to make the most of it on a sound plan.

"By showing him what are conditions, by pointing out the strong points of his type of distribution, and by giving him practical methods to strengthen his position, we naturally will prosper as manufacturers. The main thing is, however, that we are unequivocally throwing our support to the independent system in a day when many manufacturers are straddling the fence and that instead of merely telling the independent that he is in trouble, we are doing something active to help him out of it."

George H. Bowman Company Advances B. J. Castner

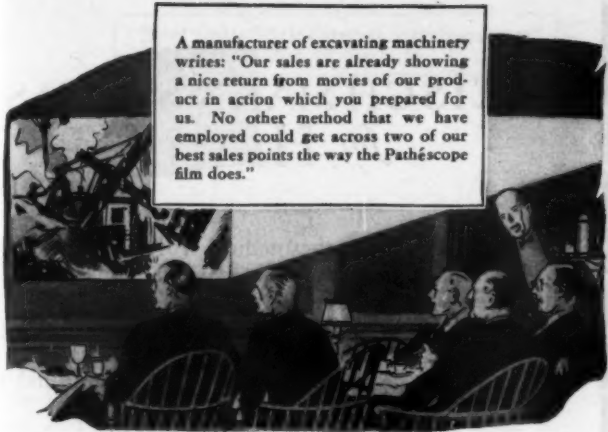
Bernard J. Castner, formerly assistant advertising manager of the George H. Bowman Company, Cleveland, has been appointed advertising manager of that organization. He has been with the Bowman company for the last ten years.

Zenith Radio Account to Peck Agency

The Zenith Radio Corporation, Chicago, has placed its advertising account with the Peck Advertising Agency, Inc., New York.

H. K. McCann Transfers George Gage

George Gage, formerly with the San Francisco office of The H. K. McCann Company, is now with the Los Angeles office of that agency.



A manufacturer of excavating machinery writes: "Our sales are already showing a nice return from movies of our product in action which you prepared for us. No other method that we have employed could get across two of our best sales points the way the Pathéscope film does."

"My market is highly specialized"

How manufacturers focus industrial "movies" where they count

"I was able to invite practically every one of my prospects, buyers all, to a showing of my Pathéscope film the other evening at a private dinner," writes a manufacturer . . . "I obtained enough business through this one showing to pay for the picture several times over."

No matter to whom, many or few, you are selling, a business film can take your plant or process straight to the man who buys. It can demonstrate any product logically, dramatically—as even your best salesman could not without its aid.

You need this additional sales impetus. It makes every day a "good day" for your representative. Let us suggest how and where a Pathéscope production

could serve you most profitably.

A complete professional service

The Pathéscope Company is equipped to produce your industrial movie from scenario to final prints. Special directors, highly trained in the industrial field, work closely with engineers and sales managers to insure absolute accuracy and maximum interest.

Pathéscope animated cartoons and diagrams are famous in explaining technical subjects and sales arguments to salesmen, retailers and consumers alike.

There is a selling film in your business. We should be glad to submit tentative plans and estimates on request.

THE PATHÉSCOPE CO. OF AMERICA, INC.

Executive Offices: 35 W. 42nd St., New York City

Laboratory: Pathéscope Bldg., Long Island City

PRODUCERS AND DISTRIBUTORS OF BUSINESS FILMS

FLEISCHMANN'S YEAST

for HEALTH



It was in 1917 that the medical world was informed of certain experiments which had demonstrated the health imparting qualities of yeast. Promptly, and with the same merchandising ingenuity that bridged the change from home baking, The Fleischmann Company made "Yeast for Health" a national by-word.

At one time during this process, it was decided to try out the soda-fountain trade. A test territory was picked and 3,400 stores selected. Fifteen salesmen were put to work. In fourteen and one-half days they sold 3,000 of those outlets.

How it was done was related in *Printers' Ink*. Other merchandising experiences of The Fleischmann Company reported in the *Printers' Ink* Publications are suggested by the following titles*:

- How to Revive Dead Accounts*
- How a New Use Developed a New Outlet*
- Fleischmann Helps Sell the Other Man's Product*
- Opening New Fields with the Original Market Declines*
- Delivering a Perishable Item to 10,000,000 People Daily*
- Building Sales Out of Laboratory Experiments*
- Lengthening a One-Day Market into a Season*
- Keeping in Close Touch with Customers*
- Preventing Waste in Dealer Helps*

These articles were given to *Printers' Ink* and *Printers' Ink Monthly* because the company's executives were convinced that executives in other indus-

★ A list giving the issues in which these, and other Fleischmann references appeared, is available on request.

"Brief Visits With Famous Merchandisers"
Number 12 of a Series

tries could adapt the ideas with profit. For the *same* reason, Fleischmann officials *read* the *Printers' Ink* Publications.

Daniel P. Woolley, vice-president of The Fleischmann Company, puts it this way: "We have taken ideas and plans from *Printers' Ink* from time to time and modified them to fit into our own business, with good success."

The library of The Fleischmann Company* has a file of *Printers' Ink* that dates back to 1917 and a file of *Printers' Ink Monthly* that starts with 1921. This file is frequently consulted by all executives in charge of the company's merchandising procedure.

These same executives are the sources to which *Printers' Ink* goes for its editorial material. For example, the information contained in the articles listed on the opposite page was furnished by executives bearing the following titles:

Vice-President

Sales Manager

Assistant Sales Manager

Advertising Manager

Sales Promotion Manager

◀ **Our readers are our contributors** ▶

PRINTERS' INK PUBLICATIONS

185 Madison Avenue

New York



The Fleischmann organization subscribes for twenty-three copies of *PRINTERS' INK WEEKLY* and twenty-six copies of *PRINTERS' INK MONTHLY*.

South Africa Wants American Goods

The American Trade Mark is "Open Sesame"

Motor Cars—Cosmetics—Canned Goods—Medicines for Man and Beast—Machinery for the Mines—Hosiery—Cottons—Everything good that America can offer, South Africa can use.

The ARGUS Chain of Papers

will assist you to capitalize on this market. They are the shop windows of South Africa and have a powerful influence on merchandising. For National Advertising these leading weeklies should be used: THE OUTSPAN—a weekly that stands unique—having the largest national circulation of any weekly, and read by Dutch and English in town and on the veldt. THE FARMERS' WEEKLY—known as "The Farmers' Bible"—ask for a copy and you will be satisfied as to its capacity to produce results. THE HOMESTEAD—a weekly which caters to the women-folks of South Africa—they look for it and depend upon its columns for guidance—a remarkable domestic medium.

Argus South African Newspapers, Ltd., has established an office in New York to afford friendly and intelligent counsel to the American Advertising Agent and his client.

ARGUS SOUTH AFRICAN NEWSPAPERS, Ltd.

American Offices:

S. S. KOPPE & COMPANY, Inc.

International Publishers' Representatives

Times Bldg.

Bryant 6900

New York

Merchandising Advertising— Where Many Advertisers Fall Down

Step by Step, With Reference and Cross References, Sunkist Plan Book
Gives Trade a Complete Picture of Advertising Program

By Bernard A. Grimes

EVERY advertiser desires that his trade shall be thoroughly informed concerning the completeness of his advertising program. He cultivates this asset for two primary reasons: First, that the trade will be stimulated to get behind his advertising, and, second, to develop increased prestige because of his merchandising work.

Not all advertisers, however, make the most of their opportunities in merchandising their advertising to distributors. Maybe they fail to tell the whole story. Maybe their approach neglects to consider fully the angle which will stir the interest of the trade to read what the advertiser has to say. This latter criticism is the one most often directed at the hip-hip-hurrah broadside which too evidently voices the interest of the advertiser and attempts to stampede the dealer into rushing an order.

Announcements and descriptions of campaigns range from small broadsides all the way up to elaborate and carefully prepared portfolios. While they differ in appearance, they have one common objective—to give the trade information. The method in which this is done, of course, is largely determined by the size of the campaign and the amount which the budget will permit to merchandise the campaign.

An example which recommends itself to the study of advertisers interested in merchandising their advertising is the plan book issued by the California Fruit Growers Exchange covering Sunkist activities scheduled for 1928-29. This book, covering, as it does, the broad use of many forms of advertising by a large advertiser, natur-

ally has available a fund of material about which to talk. The value of a description to other advertisers would seem to lie in the formation selected for presentation and, particularly, in the simple and informative style in which the story is presented.

It would seem most desirable, in order to convey an idea of the contents and method of presentation of the Sunkist book, that the book be summarized in digests which, in sequence, take up each topic to which a section is devoted. Each section covers some major phase of advertising and treats it in detail. Some of these details are repeated in other sections where they are part and parcel of the subject viewed from another angle.

For example, under "The Public" the trade is told all about what Sunkist plans to do to reach the consumer, drawing into a focal point all the methods to be employed in moving the consumer to act. Under "Magazines" and "Newspapers" and similar sections, not only is the substance of facts given in "The Public" repeated, but these separate angles are discussed in great detail. The same treatment is adapted to sections which separately describe the campaign in terms of individual products.

The plan book is divided into major classifications as follows:

Outline of Plans and Policy:
Over the facsimile signature of W. B. Geissinger, advertising manager, the trade is given a brief message concerning the principles which control the investment of moneys made available for advertising and merchandising by the established assessments levied on oranges, lemons and grapefruit. This investment, he explains, constitutes a

Good Copy

There's a difference between the way Mrs. Smith passes the time of day with her "up-stage" neighbor—and the way she greets her best friend.

There's just as wide a difference between copy written to *sound* friendly and copy addressed to the reader in a spirit of friendliness.

The tone of the copy is apt to influence the character of its reception.

**HAWLEY
ADVERTISING
COMPANY**

Inc.

**95 MADISON AVE.
NEW YORK CITY**

stewardship of trust funds. "While the entire plan is of necessity national in scope," Mr. Geissinger states, "the individual support which it gives to your sales efforts is localized."

Thus, in a foreword, the trade is given a broad view of Sunkist plans and methods.

Organization History: This section reviews the record of Sunkist advertising investments from 1907 to date. It discusses, from the standpoint of the trade, the value of good-will which this investment in advertising has created. The manner in which this subject is presented affords the trade a better understanding of good-will for whatever products it may be created.

The plan book also aims to focus the attention of the trade on the fundamentals of advertising economics. How this is done is illustrated by the following two paragraphs which are representative of the broad educational purpose of the plan book:

The relative stability of prices brought about by scientific advertising and merchandising methods has also benefitted the public; for economists agree that disastrous prices in any industry, in the long run, injure the public, though for a time it seems to profit when prices are extremely low.

Immediate sales do not tell the whole story of the success of well-directed advertising effort. A new value is created by advertising which is quite apart and distinct from the profits received from the merchandise—and that is the value of the advertised name.

Facts so clearly and concisely expressed as are these remarks help to clear up misunderstanding. They enable the trade to get a more intelligent conception of the play of economic forces. The information is valuable also to members of the Sunkist field and sales staff as it paves the way for them to meet objections and complaints which may be uppermost in a dealer's mind because of current market problems.

Appropriation: This section explains that the budget for 1928-29 amounts to \$1,782,000, divided into two main groups, consumer advertising and trade work. The budget is based on an assessment of 5

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STUDERAKER
PURITAN MALT
Velva
St. Joseph's Pure ASPIRIN
W.L. DOUGLAS SHOES
Victor Records
Plako
CORD TAD
MOBILE ROUTE
Newarks
For South Street, Newark

SMITH BROTHERS
Triple Action
COUGH SYRUP

Blue Ribbon Malt Extract
Colombia Records
Hupmobile

ASTORIA
Rinso
in tub or washer
Paramount
CREOMULSION
FOR THE CHILDREN THAT LOSE THEIR APPETITE

AYER
OKK
ASPIRIN

FATHER JOHN'S
Lifebuoy
HEAVY DUTY
stops body odor
PERUN

ASTORIA
W.L. DOUGLAS SHOES
Victor Records
Plako
CORD TAD
MOBILE ROUTE
Newarks
For South Street, Newark

The world's GREATEST NEGRO WEEKLY
consistently
"on the lists"
of these
NATIONAL ADVERTISERS

The Chicago Defender has all the news Colored people want—their sports, social affairs, theatricals, daily occurrences. They rely upon this newspaper to keep them in touch with their "world."

Its editorial and advertising columns have the complete confidence of its readers. The advertising volume of 20,000 lines weekly speaks for itself.

THE
Chicago Defender
BY WORLD'S GREATEST NEGRO WEEKLY

ROBERT S. ABBOT PUBLISHING CO.
Publishers

Represented by W. B. ZIFF COMPANY

CHICAGO
608 S. Dearborn St.; Harrison 8768

NEW YORK
551 Fifth Ave.; Vanderbilt 0435



**You will
be materially assisted
in preparing radio pro-
grams for your clients
by our wide contacts.**

¶ We are the possessors of a wealth of exclusive talent from which to complete the requirements of any particular program. Our artist files cover internationally known concert artists and orchestra conductors. On our lists are also national stage celebrities, well known dance orchestras, quartets, operatic groups and soloists. In fact, every phase of music is represented.

¶ This varied list is at your disposal. The purpose of our organization is to assist you agency men in utilizing the broadcast medium for your clients.

JUDSON
RADIO PROGRAM
CORPORATION
Steinway Building
NEW YORK CITY

CHICAGO OFFICE
Tribune Tower Chicago, Ill.

cents per box on both oranges and grapefruit and 10 cents per box on lemons. Of the budget, 77.5 per cent is devoted to consumer advertising, 18.13 per cent to trade work, and 4.37 per cent is reserved for administrative purposes.

The Market: Two pages in primer fashion are given over to facts concerning the food market of the country. Some of the facts are given in the form of captions under small illustrations. For example, under a picture showing a dealer's outdoor display of fruit, there is this statement: "There are 350,000 grocery stores in the U. S. but 25 per cent of these dealers do 75 per cent of the total business."

The Public: In the two pages devoted to this topic, the trade is told how important it is to advertise persistently and adequately. The precautions taken to maintain this precept are explained in paragraphs which summarize, medium by medium, the work allotted to the various forms of advertising.

The Dealer: "To adequately cover the distributing channels of the country is an undertaking second only in magnitude to that of reaching and convincing the public." As this quotation suggests, the chapter on the dealer explains how the Sunkist plan operates to cover the trade and to provide it with sales help.

Oranges: This and succeeding chapters, "Lemons" and "Extractors," marshal facts and typical illustrations which inform the trade specifically as to markets, merchandising methods and advertising plans as they apply to each product.

Charts are shown which visualize the distribution of these products.

Magazines: Beginning with this chapter, the plan book undertakes to describe how the various advertising mediums will be used. The employment of magazines to reach housewives, men, social leaders, doctors and nurses, dieticians and teachers is explained. Under the sub-topic, "Coverage," the plan book meets the argument occasionally advanced by a dealer who may question the profitability to him



Just Out!

—the making of
dynamic layouts!

LAYOUT TECHNIQUE IN ADVERTISING

by Richard Surrey

THE central theme around which this book revolves is **DYNAMIC DESIGN**—the making of layouts that will secure for the advertiser the greatest possible attention for the unit or campaign theme which is most desired to emphasize.

Full-page illustrations are used freely throughout the book to illustrate the points brought out in the text.

THIS book is for every man who seeks to make his advertising more effective. How this may be accomplished through the use of dynamic layouts is thoroughly discussed in this new contribution to practical advertising literature. The principles laid down by the author have been checked against the experiences of many of the most expert designers of advertising in the country.

A Brief Summary of the Contents

The first six chapters of *Layout Technique in ADVERTISING* are devoted to those laws of layout which apply directly to the practical work of advertising—Layout in Relation to Media—Division of Space—Arrangement of Units—Static and Dynamic Design, etc.

Succeeding chapters deal with the various units of the layout in their importance in the selling scheme—

Headings, Illustrations, Typography, Lettering, Name Plates, Trade Marks, Coupons, etc.

The closing section of the book is devoted to the devices of Lighting, Perspective, Contrast, etc.

In the final chapter the author recapitulates the main points of each chapter under the heading **TWENTY-ONE PRINCIPLES**.

229 pages, 6x9. 65 full-page illustrations. \$4.00 postpaid

Examine this book for 10 days FREE!

McGraw-Hill Book Company, Inc.,
370 Seventh Avenue,
New York, N. Y.

Send me for 10 days' free examination Surrey's **LAYOUT TECHNIQUE IN ADVERTISING**, \$4.00 net, postpaid. I agree to remit for the book within 10 days or return it to you postpaid.

Name.....

Address.....

City and State.....

Name of Company.....

Position.....

PI-6-13-29



Summer Business *in* **ELECTRICAL APPLIANCES and MATERIALS *Need Not Slump!***

Every year during July and August THE JOBBER'S SALESMAN has conducted a Summer Sales Prize contest, to which manufacturers of electrical appliances and wiring materials have attributed very material increases in summer sales.

Five years ago it was reported that \$300,000 worth of business was brought in to advertisers in the July and August

issues of THE JOBBER'S SALESMAN, directly traceable to the contest. Last year, the sum was \$870,000.

The momentum of a sales drive like this always carries along an indefinite amount of business not directly due to the contest, and also, there is a force generated that persists after the actual contest is over.

*Write at once for details of the July
and August Sales Prize Contests,
to The Jobber's Salesman, 520
North Michigan Avenue, Chicago*

ELECTRICAL TRADE PUBLISHING CO.
**Also Publishers of Electrical Contracting
and Mill Supplies**

520 N. Michigan Avenue

CHICAGO



of magazine advertising. Eight pages are given to statistical breakdowns into States and cities of the circulations of thirteen magazines being used in the campaign.

Tables also are included which schedule in calendar form the magazines to be used each month, size of advertisements and number of insertions.

Newspapers: This section takes up the operation of the Sunkist group plan. Markets are divided into groups according to records of car sales for 1926-27. As planned, the campaign will appear in 147 newspapers in 123 markets on a staggered schedule. The trade is told that the campaign is flexible and that additional advertising will be provided to meet unforeseen needs. A compilation is shown which lists, by division and district, the newspapers to be used, their circulation and the lineage allocated.

Car-Card Advertising: Use of car cards has been increased 50 per cent. This chapter discusses the merits of this medium and lists the schedule planned.

Radio: Experiences with this medium, used for the first time last year, are related. Twenty stations are to be used this year.

Dealer Service: As a connecting link between advertising and selling, the work of dealer service men and the material available to dealers is shown. The trade is informed of the work of a force of twenty-one standard service men covering fifty-five districts. Facts are presented which show that there are over 450,000 retail distributors of oranges and lemons as fresh fruit and 47,500 operators of Sunkist extractors. As 75 per cent of the business is done by 25 per cent of the dealers, the problem is brought down to covering 100,000 outlets. Such a force, the trade is told, can contact with leading dealers in about 900 centers of population.

Trade and Poster: Under this caption the wholesaler is told why business-paper copy is kept extremely practical and timely. This copy, each month is to be devoted



In Behalf of ADVERTISING

by N. W. AYER & SON
INCORPORATED

A BOOK OF 266 PAGES, CONTAINING 68 short essays on the subject of advertising, without illustrations. These essays were written by members of the copy force of N. W. Ayer & Son, Incorporated, and were published as advertisements in national magazines during the years from 1919 to 1929. They treat in an interesting manner of the economic aspects of advertising and the underlying reasons for trade-mark promotion. The book is an example of beautiful typography, printed on a very fine quality of paper and substantially bound.

Copies may be obtained from Brentano's, Booksellers, in Philadelphia, New York or Chicago.

Price, \$2.50

Mail orders, enclosing 10c extra for postage, should be sent to

**BRENTANO'S
BOOKSELLERS**

1340 WALNUT STREET
PHILADELPHIA

Food

is the big item

in America's golf clubs "smokes" next

One metropolitan club reports gross business—11 months—

Restaurant	\$87,216.30
Buffet	\$11,189.65
Tobacco	\$ 5,969.42

A small town club reports a gross for 12 months—

Restaurant	\$11,358.55
Buffet	\$ 1,084.45
Tobacco	\$ 1,621.76

\$100,000,000 represents the annual "house account" of 5,500 golf clubs of the United States who serve 1,500,000 members.

Food, confectionery, beverages, cigars and cigarettes enjoy a tremendous sale with the foremost purchasers of quality products.

GOLFDOM alone will do your selling job, thoroughly, with these big buyers of food, beverages and smokes.

Golfdom

The Business Journal of Golf

236 N. Clark St., Chicago

New York City:

ALERO GAYLOR

20 Vesey St.

Chicago:

DWIGHT H. EARLY

100 No. LaSalle St.

Pacific Coast: HALLETT COLE

122 East 7th St., Los Angeles, Calif.

to particular market situations present at the time, with suggestions as to how he can best take advantage of existing conditions to make most sales.

With reference to poster advertising, this medium is to be used on subway and elevated platforms in New York, Boston, Chicago and Philadelphia. Three-sheet poster advertising is planned.

Educational: This section reviews the scope of free material offered to food teachers, cookery classes, etc. Material includes descriptive booklets, bulletins, wall charts, poster sets, films.

The plan book, which numbers about 176 pages, carries seventy-four pages of maps which portray, by geographical divisions, the markets covered by car-card advertising together with indexes of cities and towns covered in each State. Several pages are given over to reproductions of dealer help material which is offered to the trade.

In addition to facts and reasons concerning the campaign, plenty of space is reserved for a visualization of the actual copy which will be the active expression of the campaign itself. In all, the book includes reproductions, both in color and in black-and-white, of about fifty advertisements.

The foregoing analysis of the plan book emphasizes its completeness. Its contents would seem to anticipate any questions which may arise in the trade. From the general to the specific, it is made easily possible for a Sunkist representative to turn to facts which will acquaint a dealer with the effort in magazines, newspapers, car-cards or other mediums as this work will support him in his immediate territory, which, after all, is of greatest concern to him. Copies have been furnished to members of the Sunkist sales and field staff. With a copy in their possession not only should they be in a position to convince the trade that there is under way a strong campaign to bring consumers into dealers' stores, but also, from the wealth of material compiled, both the trade and the Sunkist staff undoubtedly will be

A GOOD PRODUCT *deserves* the best possible SIGN



THERE'S never any question about securing valuable advertising space on the dealer's store front with DuraSheen Porcelain Enamel Signs!

Sunshine and rain which deteriorate other signs merely serve to keep DuraSheen signs bright and clean!



The
BALTIMORE ENAMEL
and NOVELTY COMPANY

Makers of "DuraSheen" Lifetime Signs
P.O. BOX E-4, BALTIMORE, MD. — 200 FIFTH AVE NEW YORK

The Atlanta Journal

Atlanta, Ga.

Up again to a new high—
that was May advertising in
The Atlanta Journal.

Media Records	Lines
May, 1929 . . .	1,539,809
May, 1928 . . .	1,393,118
Gain . . .	146,691

**Advertising in The
Journal Sells the Goods**

We create what we
print & print what
we create: principally
business books,
booklets & brochures.



CURRIER
& HARFORD • LIMITED
460 WEST 34 • NEW YORK

helped to a more intelligent understanding of the business in which they are engaged and, what is more, to a better appreciation of the work which advertising is doing to further their interests.

In Acknowledgment

HARLEY L. WARD, INC.
PUBLISHERS' REPRESENTATIVE
CHICAGO, May 11, 1929.

Editor of PRINTERS' INK:

I have been a consistent reader of both of your publications, *PRINTERS' INK* and *PRINTERS' INK MONTHLY* and find much of an educational and inspirational nature in each issue of invaluable help to me in my work. In my estimation, no other publications have contributed so much to the building of high standards in the advertising profession as your publications, nor do I see how the advertising men of this country could get along without these educational and inspirational journals. It seems to me that every man in the advertising world should be a subscriber to at least one of your magazines.

HARLEY L. WARD.

Philadelphia Drug Wholesalers Merge

The Smith, Kline & French Company and Valentine H. Smith & Co., jobbing drug houses of Philadelphia, have consolidated under the name of Smith, Kline & French Laboratories.

Power Shovel Account to G. M. Basford Agency

The Ohio Power Shovel Company, Lima, Ohio, has appointed the G. M. Basford Company, New York advertising agency, to direct the advertising of its power shovels, drag lines and cranes. R. K. Wills, formerly with the Marion Steam Shovel Company, is advertising manager of the Ohio company.

Appoints Charles C. Green Agency

The Valley Forge Military Academy, Wayne, Pa., has appointed the Philadelphia office of the Charles C. Green Advertising Agency to direct its advertising. Magazines and newspapers are being used.

Appoints Porter Agency

The Hollingsworth & Whitney Company, Boston, paper manufacturer, has appointed The Porter Corporation, advertising agency of that city, to direct its publication advertising.

The name of *Sanitary & Heating Engineering*, New York, has been changed to *Sanitary & Heating Age*, effective with the June issue.

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The National Advertising Records

Are essential to a proper conduct of your business. Don't be hounded—*Buy Them Now!* ¶ Let us place in your hands month by month an accurate check up and close analysis of the *Magazine, Radiocasting, and Farm Field Advertising*. ¶ Agencies, Publishers, Statistical Organizations, you need *The Records*.

AGENCIES!

Follow closely the individual expenditures and space used by all advertisers using primary media, thus making space buying and campaign planning truly scientific.

PUBLISHERS!

Follow month by month the space used in the primary advertising media and gauge accurately the strength and relative standing of the various periodicals.

STATISTICAL ORGANIZATIONS!

Place at your finger tips accurate information about advertising expenditures. The analytical tables are beyond price.

The **COST** is small, the **SERVICE** is great!

Let our nearest office show them to you!

National Register Publishing Company

Sole Sales Agents, New York, N. Y.

EASTERN OFFICES

245 Fifth Ave., New York
7 Water St., Boston

WESTERN OFFICES

140 So. Dearborn St., Chicago
1226 Russ Bldg., San Francisco

*The only Central Ohio newspaper
publishing a pictorial section in*

ROTOGRAVURE

*First issue May 19th contained
6,438 lines of local advertising
and 1,164 lines national*

Before the first issue was published, 14 local advertisers had contracted for a total of 235,558 lines. Now local advertisers have contracted for more roto-gravure space than was published by all but two roto sections in the United States in 1928.

An ideal, exclusive medium through which to reach all classes of Central Ohio readers.

Rate 25c a line flat. Closing date, 10 days preceding.

The Ohio State Journal

(Established 1811)

COLUMBUS, OHIO

STORY BROOKS & FINLEY, Inc.
New York, Chicago, Los Angeles
San Francisco, Philadelphia

GRAVURE SERVICE CORP.
New York . . Graybar Bldg.
Chicago . . . Wrigley Bldg.

An Easy Way to Harm Your Trade-Mark Rights

The Practice of Marking an Unregistered Mark "Trade-Mark Reg. U. S. Pat. Off." Is a Sure Way to Destroy Trade-Mark Values

PERHAPS you've been advised in all seriousness, or heard the advice given to someone else: "Don't bother trying to get trade-mark registration right away. No sense in going to all that fuss and trouble until more important things have been attended to. In the meanwhile, use the phrase: 'Trade-Mark Reg. U. S. Pat. Off.' in connection with your trade-mark. No one will be any the wiser and it will serve to scare away the trade-mark pirates. Then when you're good and ready you can attend to the formality of actually getting registration."

Hark to the story of a company that did this very thing.

Hilda Weistock, doing business as the City Specialty Company, applied to the Patent Office for registration of a trade-mark consisting of the notation, "Purple Cross," and a pictorial illustration of a purple cross. The Sauquoit Paper Co., Inc., opposed this registration, claiming prior use of a similar trade-mark upon a similar line of goods.

The acting examiner of interferences at the Patent Office sustained the opposition. The City Specialty Company appealed from this opinion and the decision just handed down is by the assistant commissioner of patents. This official said:

"This appeal presents two questions for decision:

"1. Whether the opposer had a good title to the trade-mark 'Purple Cross' when the applicant entered the field; and

"2. Whether the opposer had been guilty of fraud and misrepresentation and thereby lost the right to the exclusive use of the mark in controversy."

With regard to the first question, the assistant commissioner ruled that, in the absence of proof to the contrary, it must be presumed that the Sauquoit Paper

Company had a good title to its trade-mark. Concerning the second question, he pointed out that the following notation appears on the Sauquoit company's specimen label:

"All infringements of this label will be prosecuted. Trade-mark registered United States Patent Office."

Not Registered

According to the records of the Patent Office, no such mark had been registered. This practice of declaring that an unregistered mark has been registered is a false statement, declared the assistant commissioner, who then said: "That a false statement on a label that the disclosed trade-mark has been registered constitutes such fraud and misrepresentation as to deprive the party making the same of the benefits of the Trade-Mark Act was settled by the Court of Appeals of the District of Columbia in the case of Four Roses Products Company, in which the Court stated:

"The record discloses that appellant's labels carrying the mark have borne the words 'Trade-Mark Reg. U. S. Pat. Off.' The mark had not been registered, and of course appellant knew it had not been registered.

"That such a legend has some significance in the public mind is apparent. Manifestly, appellant intended to convey to the public the impression that the United States Patent Office had determined the question of the ownership of the mark. In other words, that appellant was its owner and that any other user on goods of the same descriptive properties would be an infringer. . . . This court ruled that the Patent Office should not recognize a property right in a mark and grant it registration as a trade-mark, when the courts, upon the same facts, would decline

A successful advertising agency located in Atlanta, Georgia, requires the services of a successful

Plan and Copy Man

1st and foremost he's got to know his business. Besides being able to talk to big executives and then come back to the office and write copy that will sell their merchandise—he's got to know Bassani half-tone when he sees one, and that Futura and Kabel are not running at Belmont.

2nd, We'd prefer a young man. We're young ourselves. Established in 1922. But he's got to have a sufficient background to make his youth attractive.

3rd—He must have enough executive ability to command the respect of the organization, and yet not be too pompous to paste up proofs of a cut when the occasion requires.

4th—And most important, he's got to believe that an advertising agency makes progress in the exact ratio to results it obtains for its clients.

To this man we offer one of the best jobs in the South. Certainly the best job in our organization, and a chance to share in present and future possibilities of one of the South's outstanding agencies. Salary \$5,000 to \$7,000 per year—depending on the man's ability. If you live in New York please give telephone number as the agency executive will interview New York's applicants during the week of June 16th.

Address "Z," Box 233, care of Printers' Ink

to protect the mark if registered. . . ."

The assistant commissioner then pointed out that the acting examiner, in his decision, recognized that the doctrine of "unclean hands" is involved in this case, but held that it ought not to influence the decision inasmuch as the Sauquoit company had discontinued using the objectionable labels after the bill was filed but before the decree was entered. The acting examiner based his opinion on a court decision. This decision, however, did not apply in the present case, according to the assistant commissioner, who said:

"That this opposition should have been dismissed . . . is fully supported by the ruling of the Court of Appeals of the District of Columbia in *The Federal Products Co. v. Lewis* (57 App. D. C. 338), in which it was stated:

"It is urged by counsel for the applicant that inasmuch as an opposition proceeding is in the nature of a proceeding in equity, the opposer, to establish her right to protection, must come into Court with clean hands. In other words, one seeking to prevent the registration of a trade-mark must be guiltless of any false representations either in the mark relied upon as a basis for opposition or in the advertising of the goods on which the mark is used, and if it appears that absolute honesty in either of these particulars is lacking, the opposition should be dismissed."

With this ruling as his guide, the assistant commissioner decided that the use of the registration legend in connection with a mark that had not been registered indicated a lack of absolute honesty, even though the practice had since been discontinued. As a result, he reversed the decision of the acting examiner, dismissed the opposition of the Sauquoit company, and permitted the City Specialty Company to register its mark.

Joins Associated Farm Papers

H. B. Driacoll has joined the sales staff of the New York office of the Associated Farm Papers.

TH

Americo
Americo
A. B.
Bachman
G. H.
Brant
Bylund
Califor
Camp
Cereal
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Consta
Samuel
William
J. B.
Folten

Due to
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600 LE



*The One and Only Official Magazine of the
Young Women's Christian Associations*

THE WOMANS PRESS

Carries advertising for the following:

American Girl
American Physical Ed. Assn.
A. B. Barnes Co.
Bachmeyer & Co.
G. H. Bass & Co.
Branigan Green & Co.
Bylund Brothers
California Art Supply Co.
Camp Life
Cereal Soaps Co., Inc.
Calumet Tea & Coffee Co.
Constant Carpet Cleaning
Samuel French Co.
William B. Feskins, Inc.
J. B. Ford Co.
Feltner & Fippinger

Foot Form Shoe Shops
Grace Dodge Hotel
Garrod Shoe Co.
Alice Lecault
Lion Brothers
Metal Sponge Sales Corp.
National Crafts Supply Co.
Narragansett Machine Co.
Non Soents, Inc.
National School
Ocean Bathing Suit Co.
L. H. Parks Co.
Pediforme Shoe Co.
Pyrene
R. L. Polk & Co.
Ross-Gould Co.

Royal Baking Powder Co.
Robertson Art Tile Co.
Safety Name Tape Co.
A. G. Spalding Bros.
John Sexton Co.
Slack Manufacturing Co.
Stanton Brothers.
Helen E. Stone
United States Trust Co.
Utica Sheets & Pillow
Cases
Van Housen Favor Co.
Weyhing Brothers
Womans Insurance Bureau
World Acquaintance Tours

Wise Advertisers point the way to get their share of the

\$23,000,000 ANNUAL BUDGET

Due to pressure on home office, exclusive territory will be allotted to live, active advertising representatives with highest references.

Send for sample, rate card and particulars regarding the "Y" Service free to all advertisers.

Address without delay

CLARA JANOUCH, Advertising Manager

600 LEXINGTON AVENUE

NEW YORK CITY



Shake Hands with a Half Million Teachers

The teacher publications will give your product an advantageous introduction to the nation's public school teachers.

These teachers have salaries of one billion dollars yearly, to spend as they choose. They also influence the buying for thousands of schools annually spending over \$382,000,000 for construction, equipment and maintenance. And they teach buying habits to more than 24 million boys and girls.

Thirty-six State Association publications are available as one unit, or in smaller groups. No duplication, no waste. A medium well worth investigating.

Ask for latest analysis

Service Bureau

OF STATE TEACHERS ASSOCIATIONS, Inc.
103 Great Northern Hotel, Chicago, Ill.

Successful growing Agency for Sale



**A real opportunity
for the man who
wants to go on his
OWN**

Located in the New South
—this is a wonderful buy
for the man with a few
thousand dollars who
wants to cut loose for
himself or it would be—

Ideal as Southern Branch for North- ern Agency

Present business will pro-
vide profitable nucleus on
which to build a really
big business. Agency fully
recognized and has paid
owner splendid profits
from beginning. Would
not consider selling but
other interests demand en-
tire time. All correspon-
dence held and requested
to be confidential.

**Address "L," Box 91
Printers' Ink**

Technical Information Is Too Cold for Dealers

THE UPSON COMPANY
MINNEAPOLIS, June 3, 1929.

Editor of PRINTERS' INK:

"Is Selling Ability Over-Rated?"
asked by Ed Wolff in the April 11
issue—evidently has created consider-
able reader interest. I have enjoyed
reading the pros and cons. May I
add a vote in favor of "A Thorough
Knowledge of the Product?"

As a rule, mere, cold, technical in-
formation is to the merchant what the
letters of the alphabet would be to a
child, were the letters not imprinted
on pretty colored blocks or introduced
as part of a game.

I find that the truly successful sales-
man is one who can skillfully inter-
weave technical information with the
romance connected with his product.
The romantic background adds color
and holds attention. Speaking of
Quality, for example, we make the
claim over a sworn affidavit that we
have less than one complaint for every
8,000,000 feet of Upson Board sold
and used. To the merchant, who
handles the ordinary run of fibre
boards, this claim seems preposterous.
Contact with cheap boards has com-
pletely broken down his faith in fibre
board. It is the natural outgrowth of
demoralizing business environment.
How then can we without the intro-
duction of the technical "why" con-
vince a skeptical dealer of the truth-
fulness of our claims?

Circumstances may alter cases, but
I do believe that all other things be-
ing equal the salesman who can put
across the technical information of
why his product will do the things
claimed for it goes a longer way
toward establishing confidence. Fur-
thermore, the information which the
salesman passes along will enable the
merchant to give his consumer cus-
tomer a much more convincing sales
presentation which, in the long run,
will increase sales.

H. M. BANFIELD.

New Accounts with W. I. Tracy Agency

Kremer Brothers, Inc., New York,
hair culture specialist, has placed its
advertising account with W. I. Tracy,
Inc., New York advertising agency.
Magazines and newspapers will be
used. The W. I. Tracy agency is
also directing the advertising account
of Caterix Products, Inc., New York,
Caterix French Salad Dressing.

Joins Commercial Investment Trust Corporation

J. M. Greene, formerly with the ad-
vertising service department of the Mc-
Graw-Hill Publishing Company, Inc.,
New York, has joined the Commercial
Investment Trust Corporation, of that
city, as assistant to L. S. Frank, ex-
ecutive in charge of advertising and
publicity.

▲ ▲ This Interesting Book



Sent FREE

to any advertiser or prospective Advertiser seeking information on the subject of Broadcast Advertising.

“What About Radio?”

Special Feature

This Agency is now preparing a “Chain” Feature of special interest and economical advantage to any manufacturer or national distributor marketing a product through any one of the following:

Grocery Stores
Meat Markets
Drug Stores
Dry Good Stores
Hardware Stores
Shoe Stores
Furniture Stores
Confectionery Stores
Musical Instrument Stores
Millinery Stores

JUST OUT! A book written for the many manufacturers who are asking this question of their advertising counsel and seeking to determine Radio's place in their advertising plans.

- Tells what may and may not be advertised by Radio.
- How to interest and increase the audience.
- How to get the most out of the use of Radio Advertising.
- When to broadcast.
- How dramatic interest is obtained.
- The seven advantages of Radio Advertising.

Interestingly Written— Non-Technical

Explains what happens when you go “on the air” and why — how the public reacts — why Radio is so successful in many instances and a failure in others.

If you are now advertising by Radio or planning to do so, you will want a copy of this Book. This coupon attached to letterhead of your Company brings it without cost.

Rogers & Smith

Advertising Agents
326 W. Madison St., Chicago

Rogers & Smith, Advertising Agents
326 W. Madison St., Chicago, Ill.
Gentlemen: Send me your Free Book — “What About Radio?”

Name _____ Title _____ Firm _____ Address _____

SPECIMEN BOOK OF TYPE FACES and Decorative Material

Third Edition



June, 1929

Sent Free — IN NEW YORK

This book contains 224 pages, showing 104 different letter designs with a choice selection of borders and other decorative material. It contains a comprehensive index and is bound in the handy size of $4\frac{1}{4} \times 6\frac{1}{2}$. Anyone interested in the buying of typography in the vicinity of New York City may have a copy of this book free of charge if they will write to us on their business letterhead. Copies sent outside of the Metropolitan district will be charged for at \$2.00 per copy. Write today as the edition is limited.

DAVID GILDEA & CO. Inc.

Typographers

110 GREENWICH STREET, NEW YORK

Telephone WHItchall 9417-9418

Ladies Invited

(Continued from page 6)

woman is only human, and her sex does not in any way impair her enjoyment of good tobacco. In spite of the much-discussed anti-sweet cigarette campaign, women do not smoke to maintain a trim figure. They smoke for a very good reason—because they like it. At last there is one advertiser in the cigarette field who is happily aware of this fact and is using it as a basis of an intelligent cigarette campaign to woman smokers.

Yes, there is no doubt about it; advertising is going co-educational and that fast. It was only a hunch when it started, but now it's a red hot tip, and the ingenious advertiser is playing it for all it's worth. No matter how gruffly and essentially masculine his product, whether smoking jackets, walking sticks, speed boats or mono-planes, the modern manufacturer should inscribe across the breast-plate of his merchandising armor the mystic and all potent words, "Ladies Invited."

Case Threshing Machine Company Now J. I. Case Company

Effective June 1, the name of the (J. I.) Case Threshing Machine Company, Racine, Wis., was changed to the J. I. Case Company.

This change was made, the company states, because "Threshing Machine" in its corporate name no longer indicates the class of product it manufactures as it did many years ago when the company's principal product was threshing machinery.

J. F. Stewart Joins Jerome B. Gray Agency

J. F. Stewart, for twelve years with the Standard Roller Bearing Company and for six years with Howe Addressing and Printing Corporation, both of Philadelphia, has joined Jerome B. Gray, advertising agency of that city, as an account executive.

Jeffrey Mfg. Company Appoints J. L. Connors

John L. Connors has been appointed assistant general manager of the Jeffrey Manufacturing Company, Columbus, Ohio. For the last nine years he has been president of the Morgan-Gardner Electric Company, Chicago.

Is Manpower Your Problem?

We are in a position to place you in communication with an executive 39 years old of proven ability. Broad experience in organization, sales, distribution, finance, operating and buying, including resultful cooperation with agencies. Sixteen years successful record in important executive positions with two large nationally known corporations.

For full particulars address—

HANFF-METZGER, Inc.
Paramount Bldg., New York, N. Y.

OPEN LETTER TO SMALL ADVERTISING AGENCIES

We are a fair sized agency. We have been in business fifteen years. We have a good organization, plenty of capital and lots of business.

If your agency is small but substantial and you see the advantages of welding your business to ours, communicate in confidence with the

Vice President,
Box 239,
Printers' Ink.

ADVERTISING SALESMEN

A new high class general magazine with a new publishing idea.

The first issue has been received with marked enthusiasm.

We can use the services of two high grade, experienced salesmen.

Address "A," Box 234, Printers' Ink.

An Opportunity For a Free Lance or Part-Time Man to Improve His Possibilities

If you have one or more direct mail accounts, I can provide you with suitable office accommodations and conveniences, including telephone service, free—and pay commissions or divide profits on business placed with my production and mailing plant, which is one of the largest in New York and the most satisfactorily equipped plant. Service will be rendered to assist you in securing accounts. Write for an interview, but only if you already have one or more accounts.

JULIUS KLAUSNER
271 Madison Ave.
New York City

Cleveland and Toledo Outdoor Companies Merge

Four outdoor advertising companies, operating in and around Cleveland, have been consolidated to form the new Central Outdoor Advertising Company, Inc., with headquarters at Cleveland. The companies involved are: The Harry H. Packer Company of Cleveland, the General Outdoor Advertising Company of Cleveland and Toledo, Toledo Poster Advertising Company and the Bond Outdoor Advertising Company, Toledo.

Officers of the Central Outdoor Advertising Company are as follows: Chairman of the board, Harry H. Packer; president, John A. Zimmer; vice-presidents, H. E. Fisk and Thomas L. Kaplin, and secretary and treasurer, L. R. Swett.

Directors of the new organization are: Harry C. Macdonald, Peter J. Monaghan, Frederick Ebel, Mr. Packer, Mr. Zimmer, Mr. Fisk and Mr. Kaplin.

Kerwin H. Fulton, president of the General Outdoor Advertising Company, speaking of the consolidation, said: "I am very glad indeed that we have been able to consummate our plans for this merger. Cleveland and Toledo have presented a somewhat confusing picture to the advertiser, and I am confident that the result of this merger will clarify the situation."

Canada Dry Net Sales Increase

The report of Canada Dry Ginger Ale, Inc., New York, and subsidiary companies for the three months ended March 31, 1929, shows net sales of \$2,500,578, against \$2,372,425 for the corresponding period in 1928. Cost of sales and expenses for the quarter amounted to \$1,703,961, compared with \$1,604,090 for the quarter of last year, leaving profit from operations of \$796,616 for that period in 1929, against \$768,334 in 1928.

Net profit for the quarter was \$591,739, against \$589,407 last year.

Joins Arabian Publishing Company

George C. Isawi, recently manager of Near East advertising of the General Motors Corporation, is now advertising manager of the Al-Hilal Publishing House, Cairo, Egypt, publisher of Arabic magazines and books. Previous to his connection with General Motors, he was assistant to the advertising manager of the Vacuum Oil Company, New York.

H. M. Dancer with L. W. Ramsey Agency

H. M. Dancer, for the last seven years secretary and sales manager of the Ottumwa Iron Works, has joined the L. W. Ramsey Company, Davenport, Iowa, advertising agency. This agency will establish offices at New York on July 1.

NORTH COAST LIMITED !

***All-Pullman-
Hours Faster***



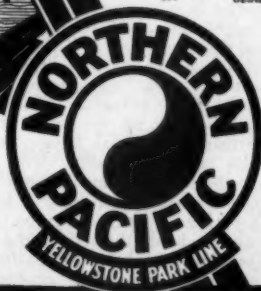
If you are accustomed to demanding the best, take the North Coast Limited between Chicago and the North Pacific Coast. Exclusively Pullman, but no extra fare. This fast train now makes the trip in 63 hours. Saves a business day. Leaves Chicago Union Station (CB & Q) at 9 P. M.

Offices in Most Large Cities:

New York . . . 560 Fifth Avenue
Boston . . . 236 Old South Building
Philadelphia . . . 123 So. Broad
Buffalo . . . 200 Ellicott Square
Chicago . . . 73 East Jackson

**"First of the
Northern Trans-
continentals"**

III 322a



PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1898 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GUYE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
BERNARD A. GRIMES, News Editor

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H. W. Marks	Rexford Daniels

A. H. Deuts, Special Contributor

Chicago: G. A. Nichols
Frederic Read

London: Thomas Russell

NEW YORK, JUNE 13, 1929

President Hoover on Advertising

"The reiterated act of placing one's commercial aims before the public in cold type, day after day, compels one to subject his own motives to a criticism as severe as that which he expects from the public scrutiny. Also, the agencies established by the advertisers themselves for checking up the truth of advertising in general, have produced most beneficial results. The noteworthy advance in the ethics of business, easily perceptible in the last twenty years, is in no small measure due to the self-examination cheerfully exacted of themselves by business men in their practice of the art of advertising."

Thus spoke Herbert Hoover in a message to C. C. Younggreen, president of the International Advertising Association.

At the present time advertising

is undergoing the process of self-examination referred to by President Hoover. Certain advertising practices which have grown rapidly since 1920 are being decried on all sides. No less an authority than John F. Hurst, of Henri, Hurst & McDonald, writing in the June issue of PRINTERS' INK MONTHLY, states his belief that advertising today is more deceptive than it was ten years ago. He is but joining his voice to the voices of Raymond Rubicam, A. W. Erickson, Theodore F. MacManus and others who look upon recent developments with alarm.

PRINTERS' INK has been somewhat pessimistic and yet its pessimism has been liberally tinged with optimism. So long as the men in advertising show themselves alert to the dangers of the super-advertising mess, they are following in the tradition which has done so much for American business during the last twenty years.

As President Hoover implies, the great reforms in advertising have come from within the business. The National Vigilance Committee, the National Better Business Bureau and its local allies, the Audit Bureau of Circulations, the PRINTERS' INK Model Statute, and all other worth-while and effective steps to reform advertising, have received their initial impulse from men closely connected with advertising. Just as advertising men have stamped out the worst evils of fraudulent practices, so can they also eliminate the worst evils of practices which are deceptive although quite within the law.

The greatest hope for reform is to be found in the growing realization on the part of advertisers of the truth of the first sentence of President Hoover's statement. When the manufacturer understands fully that advertising really subjects his business to the white light of publicity and that in his advertising he is displaying his ethical sense to the world at large for its approval or condemnation the evils which now beset advertising will soon be eliminated.

Advertising is too valuable a business force and too strongly en-

trenched to allow itself to suffer because of the misdeeds of a few. President Hoover's hearty endorsement, added to the public statements of former President Coolidge, will have a great effect not only in strengthening public confidence in advertising but also in spurring advertising men to new efforts to make their business live up to its real possibilities.

How Much Advertising Is Enough?

There are appearing in **PRINTERS' INK** a number of articles dealing with adequate advertising appropriations. Markets, made up of one part natural demand and three parts creative selling combined with adequate advertising, have by reason of adequate advertising been made a whole lot better in some industries than in others. Roy Dickinson, associate editor of **PRINTERS' INK**, in his articles, "What Is An Adequate Advertising Appropriation?" "The Potential Market as an Advertising Yardstick" and "Take Shoes, for Example," has given the general background and some specific recommendations to certain industries.

Chester Wright, in his article in the issue of May 16, covered the subject of "under-advertised industries as a brake on progress."

Howard W. Dickinson in his article, "Economy Has Ruined Some Good Advertisers," pointed out that a worship of false economy keeps many a big manufacturer small and slows up his progress. Few companies are big enough to practice economy and real promotion at the same time and profit by both.

Many new industries jump into the market full speed with adequate advertising, and these newcomers get their full share of the consumer's expanding dollar. But in a market which is expanding at the rate of \$3,000,000,000 a year, some of the old-line industries have gone to sleep advertisingly and are not getting their share.

As one of the articles mentioned above pointed out, the men's shoe industry is losing sales at the rate of \$103,000,000 a year if the per capita consumption of thirty years

ago as compared with today is considered as the yardstick.

The furniture industry is under-advertised as an industry, so is the men's hat industry, so are certain textiles, so is the confectionery industry, and a large group of others which will occur to the student of marketing.

Many of these articles have been reprinted by industries which realize that they are under-advertised. They have been used as suggestive literature to induce the leaders in other industries to expand their advertising to fit more closely the potential market, and in some cases to suggest co-operative advertising instead of highly competitive advertising. Thus the men's hat industry was interested in the article on men's shoes, the woolen industry in another article in the series, and leaders in the furniture industry were interested in the whole general idea.

There is not so much development work being done now as was done formerly to create new advertisers. There seems to be too great a tendency on the part of publications and agencies to compete for what business there is now instead of going out definitely and aggressively to create new advertisers and new advertising in industries which need them badly.

PRINTERS' INK is glad to do its share in suggesting adequate advertising to under-advertised industries. It is sound economics and good common sense. We are always interested in securing from our subscribers suggestions for subjects of further articles along this line.

The Radio Industry's Next Task

At the recent meeting of the Radio Manufacturers' Association and the National Association of Broadcasters at Chicago, leaders of the radio industry did not hesitate to emphasize a fact which **PRINTERS' INK** pointed out several years ago—that the greatest menace to radio advertising is the use of fulsome and flamboyant sales talks which take up too large a proportionate time of the "hours"

and interfere with the enjoyment of listeners. If broadcasters will take this message to heart, they will be in a position to take one of the greatest forward steps yet taken by the industry.

Radio is essentially an entertainment medium. Anything which tends to interfere with the enjoyment of listeners nullifies the value of the broadcast. A legitimate sales talk is expected. Long harangues are not, and they inevitably send the listener to the dials in an effort to get other stations. Radio programs today are much freer of this type of sales talk than they were in the early days of the industry and it is significant that the most successful radio advertisers have discovered the golden mean which produces the correct amount of effective sales talk mingled with a liberal offering of good entertainment. **PRINTERS' INK** has always maintained that the search for this golden mean is one of the chief tasks confronting the radio advertiser.

The industry should realize that the medium is new and that mistakes are inevitable. That the mistakes are becoming less frequent speaks well for the leading broadcasters. With radio today getting favorable attention from manufacturers and their advertising agents, there is a great amount of intensive study being done to determine how to make radio advertising most effective. This study is bound to produce results. That it has already done so is evidenced by the industry's own concern as expressed at Chicago.

Is the Merchandising Paragon Slipping?

The June issue of *Motor* contains an article by Ray W. Sherman, editor, entitled: "This Industry Is Making Itself Ridiculous." The automotive industry is referred to. And the reason Mr. Sherman thinks the industry is making itself ridiculous is that merchandising conditions are becoming deplorable.

"As this is written," declares Mr. Sherman, "the automobile dealers and the newspapers in Los

Angeles have apparently stopped for breath in what can only be described as a brawl over the advertising of 'new car bootleggers.'" The "new car bootlegger" is a dealer who, sometimes through devious channels, but also occasionally through regular channels, obtains new cars which he sells at cut prices. These "new car bootleggers" are using large space in newspaper advertising in certain cities. As a result, in Los Angeles a number of dealers have cancelled their newspaper advertising and are publishing a twice-a-month news sheet. Thus the newspapers are suffering as a result of a condition which *Motor* insists is primarily the fault of the automobile manufacturers.

The automobile industry has, as a rule, been looked upon as a sort of merchandising paragon. To it have been ascribed all the virtues and few, if any, of the sins. Yet, in a talk he made some three or four months ago, Alfred P. Sloan, Jr., president of General Motors, inferred that merchandising had been more or less neglected by the automobile manufacturer and he predicted that a merchandising revolution is not far off. He stated further that General Motors intends to devote an increasing amount of attention to the solution of its merchandising problems.

Undoubtedly the success of the automobile has been primarily a manufacturing success. Far from being a merchandising paragon, the industry has been guilty of numerous merchandising sins of commission and omission. But **PRINTERS' INK** is confident that just as the automobile producers built up their manufacturing processes to a point that is the wonder and envy of the entire production world, so will they accomplish remarkable things in a merchandising way once they bend their energies in that direction.

Our suggestion, therefore, to merchandisers is that they pay increasing attention to the marketing activities of the automotive industry. New ideas will be coming out of that field shortly that will be of immeasurable value to manufacturers in all lines.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

40 EAST 34TH STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

Western Electric Co.

Snider Packing Corporation

Loose-Wiles Biscuit Co.

Graybar Electric Company

Association of American Soap
and Glycerine Producers

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

R. E. Stapleton Heads Baltimore Club

Richard E. Stapleton, of the Baltimore Sun, was elected president of the Advertising Club of Baltimore at the annual election of officers held June 5. Other officers named were: S. L. Hammerman, vice-president; Miss Maude M. Schaefer, secretary-treasurer; and Walter V. Harrison, counsel.



©Bachrach

R. E. Stapleton

The following were elected to the board of governors: Claude W. Barrett, P. Ross Bundick, W. Dwight Burroughs, Howard H. Cone, William Gideon, Bruce Helfrich, Joseph F. Hinds, Harter B. Hull, B. F. Litsinger, Frank Price, Jr., Roland Stolzenbach, Jerome P. Fleishman, Howard W. Jackson and C. R. Wattenscheidt.

Robert W. Test, as managing director of the Baltimore Better Business Bureau, was named to the board of governors; George Santee was appointed chairman of the sales managers' conference, and F. J. Sendelbach, chairman of the direct mail departmental.

E. Lester Muller, retiring president of the club, was given the position of honorary president. Mr. Muller has just completed his third consecutive term as elective head of the Baltimore club.

* * *

Lloyd Spencer Again Heads Seattle Club

Lloyd Spencer, a past president, has been again elected president of the Seattle Advertising Club. Willis L. Brindley has been elected first vice-president; Pliny Allen, second vice-president, and Miss Lila Arnold, third vice-president. Directors of the club for the coming year are: Claude Arnold, H. O. Stone, Orrin Hale and Kenneth O'Loane.

* * *

Jamestown, N. Y., Plans Better Business Bureau

At a special meeting held recently, the Jamestown, N. Y., Chamber of Commerce authorized the organization of a Better Business Bureau in that city. A special committee will be appointed to make plans for the formation of the Bureau.

Hil F. Best Heads Six Point League

At the annual meeting of the Six Point League of New York, an organization of newspaper advertising representatives, which was held at the Advertising Club of New York, last week, Hil F. Best, Eastern manager of M. C. Mogensen & Company, was elected president. He succeeds George A. Riley, of the American Press Association.



Hil F. Best

The following officers were re-elected: Harry J. Prudden, of Prudden, King & Prudden, Inc., vice-president; W. D. Ward, treasurer, and A. W. Howland, of Howland & Howland, secretary.

The following members were re-elected to the executive committee: Wilfred C. Bates, Fralick, Bates & Alward; Herman D. Halsted, Paul Block, Inc.; Hugh Burke, Philadelphia Ledger and New York Evening Post; W. H. Lawrence, Williams, Lawrence & Cresmer, Inc.; M. P. Linn, S. C. Beckwith Special Agency; M. D. Bryant, Bryant Griffith & Brunson, Inc.; Herbert W. Moloney, Los Angeles Herald and San Francisco Call-Post; F. St. John Richards, St. Louis Globe-Democrat, and J. F. Finley, Story, Brooks & Finley, Inc. Mr. Riley, the retiring president, was also elected to the executive committee.

* * *

C. C. Warner Heads Denver Club

Clifford C. Warner, advertising manager of the Continental Oil Company, has been elected president of the Advertising Club of Denver, succeeding Allen B. Spencer. Merritt F. Riblett was made vice-president and John F. Jenkins was re-elected secretary-treasurer.

New members of the board of directors are: A. B. Spencer, W. M. Cocks, C. R. Conner, F. W. Feldwisch, J. F. Ryan and Miss Delphine Schmitt.

* * *

O. S. Powell Heads New York Advertising Legion Post

Otis S. Powell, Cuneo Press, Inc., has been elected commander of the New York Ad Post 209 of the American Legion to succeed Jacques M. Swaab, resigned.

Wanted—

the best advertising salesman in the business

A magazine now leading its field and among the first dozen national monthlies in advertising volume needs a man in Chicago who can sell space on the merits of his medium and keep it sold on a merits basis.

Although he will be held personally responsible for a definite list of accounts, he will receive the staunch co-operation of his associates and will be expected to reciprocate. The publication is, itself, a national advertiser and the sales material given representatives has been described as "best" by more than one agency.

The man who gets and holds this job can put his earnings near the top among space salesmen. He must have a record of consistent growth to get consideration.

Write your record in detail, and without delay, to
"Q," Box 95, care of Printers' Ink.

What Meaning More Than 100% Gain in Advertising?

In the first six months of 1929 World's Work
has carried

243,575
agate lines

This is a gain of 122,459 lines over the same
period in 1928; and more than 100%.

It is by all odds the largest gain made by any
monthly magazine, with the single exception
of *The American Home*.

The new and spacious editorial format, the
fresh vigor of the new editorial program in
World's Work seems to meet exactly what
the advertising world seeks in a quality peri-
odical of world affairs.

WORLD'S WORK

DOUBLEDAY, DORAN & COMPANY, INC.

Publishers, Garden City, N. Y.

NEW YORK: 244 Madison Avenue

BOSTON: Park Square Building
ATLANTA, GA.

CHICAGO: Peoples Gas Bldg.
SANTA BARBARA, CAL.

JUNE MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES(Exclusive of publishers' own
advertising)

	Pages	Lines
The Spur (2 issues).....	209	140,393
Town & Country (2 issues).....	156	105,027
House & Garden.....	150	94,613
Country Life.....	140	93,877
Vanity Fair.....	105	66,249
Nation's Business.....	153	65,651
American Home.....	97	61,080
House Beautiful.....	89	56,463
Arts & Decoration.....	77	51,618
Forbes (2 May issues).....	111	50,682
The Sportsman.....	73	46,062
Cosmopolitan.....	107	45,720
American.....	92	39,324
World's Work.....	86	36,832
Review of Reviews.....	79	33,849
American Golfer.....	52	32,660
Popular Mechanics.....	142	31,864
Field & Stream.....	67	28,908
Magazine of Wall Street (2 May issues).....	66	28,100
Popular Science Monthly..	62	26,503
Magazine of Business....	62	26,469
Red Book.....	61	25,961
American Boy.....	37	24,962
Boys' Life.....	36	24,363
Harpers Magazine.....	107	23,968
Better Homes & Gardens..	53	23,960
World Traveler.....	34	22,824
International Studio.....	34	22,606
Motion Picture Magazine..	43	18,477
Atlantic Monthly.....	80	17,984
Outdoor Life & Recreation	41	17,688
Theatre.....	28	17,617
Country Club Magazine...	28	17,270
National Sportsman.....	39	16,898
Physical Culture.....	39	16,542
Forum.....	35	14,929
Scribner's.....	66	14,812
Normal Instructor.....	21	14,289
Hunting & Fishing.....	33	14,057
Golden Book.....	31	13,182
Elks Magazine.....	28	12,673
True Confessions.....	29	12,441
True Romances.....	28	12,110
Youth's Companion.....	17	11,696
True Detective Mysteries..	27	11,679
Sunset.....	26	11,135
Dream World.....	26	11,018
Motion Picture Classic....	26	10,991
Asia.....	25	10,944
Science & Invention.....	23	10,358
Psychology.....	24	10,102
Nomad.....	24	10,085
Scientific American.....	22	9,891
Open Road for Boys.....	23	9,835

A STORY
right to the Point

1. **GENERAL ELECTRIC** ran a message on Chicago's traffic lighting, headed, "This Unkinked the Loop," on the third cover of **FORBES** for May 15.
2. **RESULT:** Mr. Robert A. Brown, General Field Manager of Inter-State Business Men's Accident Association, of Des Moines, Iowa, wrote:

"As one of your subscribers, I noticed an ad of the General Electric. . . . Please let me know how I could get a thousand copies of this ad . . . to send our merchants, police department and others. . . . I would appreciate any information you have. . . . Thank you very much."

3. **SO** we sent the thousand copies of the ad.
4. **AND** Mr. Martin P. Rice of General Electric wrote ". . . thanking you for your excellent cooperation . . ."
5. **THE POINT IS:**

Unless there is a strong reader interest, a publication has no greater advertising value than a well selected mailing list.

Published twice a month, **FORBES** articles are more timely than those of other business executive publications. Dedicated to a serious and fearless interpretation of business for serious, fearless business executives, the Reader Interest (as shown in this General Electric—Robert A. Brown case) established by the genius of **FORBES** editors carries over to the advertising columns.

FORBES
MAGAZINE

B. C. FORBES, Editor

WALTER DREY, Advg. Director

120 Fifth Avenue, New York

A GOOD COPY WRITER

We need a good copy writer.

A good copy writer, that will fit into the opening in this well established Chicago agency will have an opportunity to develop into one of the key men in the organization. He might eventually be given charge of copy and plans—if ability and experience warranted.

We need a man who has had experience in merchandising and advertising on national accounts—a man who has planned and written complete dealer campaigns as well as magazine and newspaper advertising.

We want above all a *good* copy writer—and *we expect to pay him well.* (The men in this organization know of this advertisement.) Address "M," Box 92, Printers' Ink.

PUBLISHERS

who want CIRCULATION

Circulation obtained by sound direct-mail methods will renew at a higher rate and at lower cost than any other kind of circulation. It may cost more per new subscription, but its average cost over the years will be less.

I specialize in helping publishers and their circulation men get more and better new and renewal subscriptions by direct-mail methods. Long experience. Strong references. Reasonable retainer fee basis.

Tell me your problem and let's discuss it by mail. Address "O," Box 94, Printers' Ink.

HOME STUDY SCHOOL

Interest in a New York accountancy school will be sold to responsible person or firm, with or without services. Unusually effective and economical plan of operation, developed over period of years, assures large profits.

Address "N," Box 93,
Printers' Ink

	Pages	Lines
Radio News.....	22	9,755
Radio	21	9,362
American Motorist.....	22	9,170
Screenland	21	8,857
Forest & Stream.....	20	8,755
American Legion Monthly..	17	7,346
American Mercury.....	31	6,883
Film Fun.....	16	6,864
Association Men.....	15	6,448
Picture Play.....	13	5,720
Extension Magazine	8	5,200
National Republic.....	11	5,034
Nature Magazine.....	12	4,874
Munsey Combination.....	21	4,704
The Scholastic (2 May issues)	10	4,194
The Rotarian.....	9	3,923
Newsstand Group.....	17	3,752
Bookman	14	3,105
Street & Smith Combination	13	2,912
St. Nicholas.....	7	2,896
Current History.....	12	2,688
Blue Book.....	7	1,484

WOMEN'S MAGAZINES

	Pages	Lines
Vogue (2 issues).....	207	130,534
Harper's Bazar.....	128	85,831
Good Housekeeping.....	186	79,678
Ladies' Home Journal.....	109	74,387
Woman's Home Companion	86	58,350
McCall's	73	49,371
Pictorial Review.....	56	38,179
Delineator	46	31,557
True Story.....	67	28,798
Photoplay	60	25,929
Holland's	29	22,182
Modern Priscilla	27	18,445
Children, The Parents' Magazine	34	14,372
Household Magazine.....	19	13,985
Farmer's Wife.....	20	13,528
Smart Set.....	29	12,653
Woman's World.....	17	11,509
American Girl.....	22	9,587
Junior Home Magazine....	14	9,333
Needlecraft	12	7,964
Child Life.....	18	7,764
People's Popular Monthly..	11	7,249
Fashionable Dress.....	10	6,720
People's Home Journal....	11	4,756
John Martin's Book, The Child's Magazine.....	10	4,370
Messenger of Sacred Heart	14	3,042

CANADIAN MAGAZINES

	Pages	Lines
MacLean's (2 May issues)..	103	71,561
Can. Homes & Gar. (May)..	107	67,637
Mayfair	94	59,126
Can. Home Journal (May)..	65	45,826



Juggernaut

THE instruments of the momentous changes in American life in the past 80 years have been outlined and described, before they began to operate, in the pages of the Scientific American.

An early (1850) design of 'McCormick's Reaper' is shown above. What the linotype was to printing, this device was to agriculture. It abolished old methods and instituted a tremendous sequence of improvement.

No wonder business leaders who appreciate the overwhelming importance of new discoveries and new inventions will not do without the Scientific American. It is their barometer. And no barometer could be more authentic or more interesting.

Scientific American

24 West 40th Street New York City

Western Representatives

Blanchard-Nichols-Coleman

Chicago

Los Angeles

San Francisco

Seattle

Atlanta

	Pages	Lines
West. Home Mo. (May)...	57	41,006
The Chatelaine.....	26	18,502
Rod & Gun in Canada....	31	13,491

MAY WEEKLIES

May 1-6	Pages	Lines
Saturday Evening Post...	147	100,151
American Weekly.....	13	25,456
Collier's	37	25,227
New Yorker.....	57	24,273
Literary Digest.....	44	20,174
Time	41	17,600
Liberty	31	13,156
Life	13	5,419
Christian Herald.....	5	3,730
The Nation.....	9	3,400
Judge	7	3,088
Outlook	6	2,681
Churchman	5	2,285
New Republic.....	4	1,633

May 7-13	Pages	Lines
Saturday Evening Post...	112	75,990
New Yorker.....	68	29,183
Collier's	34	23,153
Literary Digest.....	42	19,031
American Weekly.....	9	18,002
Time	41	17,584
Liberty	27	11,406
Life	15	6,639
Christian Herald.....	8	5,455
Judge	9	3,738
Outlook	7	2,987
The Nation.....	7	2,750
New Republic.....	5	2,358
Churchman	4	1,786

May 14-20	Pages	Lines
Saturday Evening Post...	119	80,887
New Yorker	78	33,321
American Weekly.....	14	26,898
Collier's	36	24,262
Literary Digest.....	48	22,065
Time	45	19,315
Liberty	28	11,979
Life	22	9,587
Christian Herald.....	9	6,163
The Nation.....	9	3,700
Churchman	9	3,631
Outlook	6	2,774
Judge	5	2,350
New Republic.....	3	1,305

May 21-27	Pages	Lines
Saturday Evening Post...	135	91,703
New Yorker.....	79	33,837
Collier's	40	27,088
Time	52	22,210
Literary Digest.....	38	17,528
American Weekly.....	8	14,590
Liberty	25	10,743
Christian Herald.....	10	6,534

	Pages	Lines
New Republic (Book Sec- tion Included).....	12	5,294
The Nation.....	13	5,100
Life	10	4,171
Judge	6	2,720
Churchman	6	2,666
Outlook	6	2,520

May 28-31	Pages	Lines
Life	9	3,940
The Nation.....	7	2,700
Outlook	5	2,118
New Republic.....	3	1,413

Totals for May	Pages	Lines
Saturday Evening Post...	513	348,731
New Yorker.....	282	120,614
Collier's	147	99,730
American Weekly.....	44	84,946
Literary Digest	172	78,798
Time	179	76,709
Liberty	111	47,284
Life	69	29,756
Christian Herald.....	32	21,882
The Nation.....	45	17,650
Outlook	30	13,080
New Republic.....	27	12,003
Judge	27	11,896
Churchman	24	10,368

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

	Pages	Lines
1. The Spur (2 issues)...	209	140,393
2. Vogue (2 issues).....	207	130,534
3. Town & Country (2 is.)	156	105,027
4. House & Garden.....	150	94,613
5. Country Life	140	93,877
6. Harper's Bazar.....	128	85,831
7. Good Housekeeping....	186	79,678
8. Ladies' Home Journal..	109	74,387
9. MacLean's (2 May is.)	103	71,561
10. Can. Ho. & Gar. (May)	107	67,637
11. Vanity Fair	105	66,249
12. Nation's Business.....	153	65,651
13. American Home.....	97	61,080
14. Mayfair	94	59,126
15. Woman's Home Comp..	86	58,350
16. House Beautiful	89	56,463
17. Arts & Decoration....	77	51,618
18. Forbes (2 May issues)..	111	50,682
19. McCall's	73	49,371
20. The Sportsman.....	73	46,062
21. Can. Ho. Jour. (May).	65	45,826
22. Cosmopolitan	107	45,720
23. West. Ho. Mo. (May).	57	41,006
24. American	92	39,324
25. Pictorial Review.....	56	38,179



Atmosphere!

In what other way could you get the touch of **REALISM** that is here caught by the camera?

ATMOSPHERE, ablest of salesmen . . . How better can you gain it than with photographs such as this one? For photographs put your product into the realm of realism. Your prospects have *faith* in photography. They have come to regard a photograph as "the real thing." Use the creation of the camera, and build *believability* for your wares. Photographs tell the truth.

A Book You'll Want . . .

Your copy of "How to Use Photographs in Your Business" is ready. Your local commercial photographer will gladly hand it to you; or write Photographers Association of America, 2258 Euclid Ave., Cleveland, O.



PHOTOGRAPHS
Tell the Truth

INTERNATIONAL

FOUR-YEAR RECORD OF JUNE ADVERTISING

	1929	1928	1927	1926	Total
	Lines	Lines	Lines	Lines	Lines
House & Garden.....	94,613	85,125	89,514	103,661	372,913
Town & Country (2 issues)...	105,027	92,148	88,399	86,276	371,850
Country Life	93,877	73,329	69,986	77,004	314,196
MacLean's (2 May issues)...	71,561	57,961	72,553	61,078	263,153
Vanity Fair	66,249	61,305	56,227	66,573	250,354
House Beautiful	56,463	52,209	52,199	55,628	216,499
Nation's Business	*165,651	*154,243	148,083	29,724	197,701
Forbes (2 May issues).....	50,682	45,856	38,977	55,522	191,037
Arts & Decoration	51,618	46,368	46,494	33,180	177,660
American	39,324	40,693	48,971	46,491	175,479
Cosmopolitan	45,720	41,580	38,407	35,711	161,418
American Home	61,080	27,359	23,401	27,499	139,339
Popular Mechanics	31,864	29,568	30,016	30,340	121,788
Field & Stream.....	28,908	29,207	30,316	32,876	121,307
Red Book	25,961	28,648	28,527	32,781	115,917
Magazine of Business.....	26,469	26,948	32,259	29,329	115,005
World's Work	136,832	19,509	21,902	20,839	99,082
Harpers Magazine	23,968	22,344	25,424	23,828	95,564
Popular Science Monthly...	26,503	25,452	21,155	20,422	93,532
Review of Reviews.....	133,849	16,460	18,298	20,777	89,384
American Boy	24,962	19,550	21,640	20,652	86,804
Atlantic Monthly	17,984	18,644	22,078	19,775	78,481
Better Homes & Gardens..	23,960	23,194	15,833	13,821	76,808
Physical Culture	16,542	17,631	19,447	21,722	75,342
Boys' Life	24,363	15,683	15,757	17,926	73,729
Outdoor Life & Recreation..	17,688	20,632	16,104	16,667	71,091
International Studio	22,606	15,720	14,733	13,952	67,011
Scribner's	14,812	14,447	18,828	18,033	66,120
Motion Picture Magazine...	18,477	17,120	14,253	15,395	65,245
True Romances	12,110	14,647	16,273	18,422	61,452
Theatre	17,617	12,245	15,484	11,368	56,714
National Sportsman	16,898	16,056	14,248	10,729	57,931
Sunset	11,135	10,976	13,448	14,491	50,050
Scientific American	*9,891	*8,922	9,518	15,969	44,300
Science & Invention.....	10,358	11,332	10,027	9,978	41,695
Forest & Stream.....	8,755	7,353	6,741	8,279	31,128
St. Nicholas	2,896	4,505	5,577	5,863	18,841
Munsey Combination	4,704	3,920	4,793	4,788	18,205
	1,311,977	1,128,889	1,135,890	1,147,369	4,724,125

*Smaller Page Size.

†Includes Advertising in Extra Edition.

‡Larger Page Size.

WOMEN'S MAGAZINES

Vogue (2 issues)	130,534	117,083	119,164	107,922	474,703
Ladies' Home Journal.....	74,387	84,320	90,692	90,363	339,762
Good Housekeeping	79,678	75,780	70,436	73,547	299,441
Harper's Bazar	85,831	73,164	71,715	65,597	296,307
Woman's Home Companion	58,350	56,304	52,692	56,677	224,023
McCall's	49,371	46,326	40,034	36,897	172,628
Pictorial Review	38,179	36,676	39,770	35,974	150,599
Delineator	31,557	41,481	37,030	28,088	138,156
True Story	28,798	26,279	24,584	21,230	100,891
Photoplay	25,929	23,664	25,386	21,317	96,296
Modern Priscilla	18,445	16,320	17,935	19,472	72,172
Woman's World	11,509	13,499	12,573	12,906	50,487
People's Home Journal....	*4,756	9,718	11,900	11,656	38,030
American Girl	9,587	7,686	7,840	5,809	30,922
Needlecraft	7,964	7,480	7,395	7,424	30,263
People's Popular Monthly..	7,249	5,811	7,245	7,797	28,102
	662,124	641,591	636,391	602,676	2,542,782

*Smaller Page Size.

WEEKLIES (4 May Issues)

Saturday Evening Post....	348,731	332,285	358,158	144,934	1,483,108
New Yorker	120,614	111,830	99,278	174,427	406,149
Liberty	*47,284	95,890	115,197	1106,274	364,645
Literary Digest	78,798	69,428	75,576	190,607	314,409
Collier's	99,730	67,373	49,298	162,914	279,315
American Weekly	84,946	81,101	154,257	136,231	256,535
Time	76,709	40,878	140,700	128,757	187,044
Life	129,756	131,209	28,137	26,362	115,464
Christian Herald	21,882	14,093	13,336	21,808	71,119
Outlook	113,080	115,708	17,591	22,037	68,416

*Smaller Page Size.

‡Five Issues.

Grand Totals	2,895,631	2,630,275	2,623,809	2,663,396	10,813,111
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148 Advertisers

(*Printers' Ink* Subscribers)

used 99.44% of the largest Magazine Appropriations

51.82% of all the money appropriated for magazine advertising comes from 150 advertisers. These bell-wether concerns spent \$95,978,975 in eighty-nine magazines during 1928.*

99.44% of this total or \$95,442,309 was bought by advertisers subscribing to *Printers' Ink Weekly*

\$93,597,949 or 97.52% of the amount was expended by advertisers subscribing to *Printers' Ink Monthly*

Summary of the actual readers of the *Printers' Ink* Publications among the 148 Leading Magazine Advertisers

	Readers of P. I. Weekly	Readers of P. I. Monthly	Readers of both Weekly & Monthly	Total Weekly & Monthly Readers
Total Readers	1,157	958	818	1,297
Major Executives	155	147	135	167
Sales Executives	225	179	175	229
Advertising & Sales Promotion Executives	252	210	207	255
Asst. Major Executives, Branch Managers & Miscellaneous	525	422	301	646

[An analysis of 411 leading national newspaper advertisers for 1928 to determine coverage afforded by circulation of the *Printers' Ink* Publications, is now being made and will be published when completed.]

Printers' Ink Publications

185 Madison Avenue

New York, N. Y.

*Figures compiled by the Denny Publishing Co.

The Little Schoolmaster's Classroom

JAMES M. IRVINE, advertising manager of *The Country Gentleman*, tells the following about the late Frank D. Blake, who was for years advertising director of Deere & Company.

"About fifteen years ago, when I was handling the account of Deere & Company for *The Country Gentleman*," says Mr. Irvine, "we received an advertisement of a new grain drill in which appeared the statement that it was 'the only grain drill that deposited seed in the soil at uniform depth, regardless of the unevenness of the surface of the ground.'"

"Our copy service department sent out a query as to whether this exclusive statement was warranted. When I asked Blake about this, he assured me that it was, and he proved it to me by showing the machine.

"Then he took his pencil and crossed out the word 'only' from the copy.

"'You don't need to do that, Frank,' I said, 'you are entitled to make the statement.'"

"'But I don't want to make the statement now,' was his reply.

"'But, Frank, I didn't mean to doubt your statement, but only wanted to verify it.'"

"'No, you have done me a kindness by raising the question,' said Blake. 'You are my friend, and naturally are prejudiced in our favor, for we spend a lot of money with *The Country Gentleman*. Now, if our advertising copy raises a question as to its truthfulness in the mind of my friend, what will be the reaction of the farmers miles and miles away, who have not met any member of our firm?'"

"'You know, Irvine, all statements made in advertising copy should not only be true, but they must be readily acceptable as being true; they must not raise any question as to their truthfulness when put in cold type.'"

"And then he said: 'A questionable statement, in a piece of adver-

tising copy, is like a questionable egg on the breakfast table: it's bad!'"

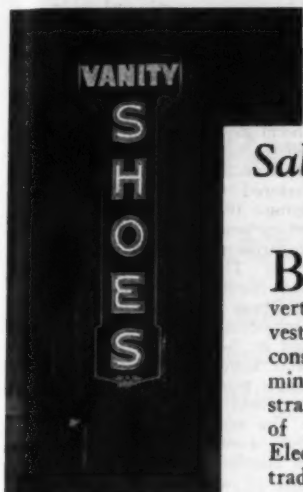
* * *

A copy writer recently wrote an advertisement which was considered a masterpiece by many agency men. On the strength of this one piece of copy he received offers from three or four agencies, offers which allowed him to name his own figure. Through a nice bit of strategy on the part of his boss he is still in his old berth and enjoying it, thank you. The strategy was simple. If the offer was from a large agency the boss pointed out how easily a good copy writer gets lost in a big organization. If the offer came from a small agency the boss pointed out that the small agency has no future. The moral for young copy writers seems to be to put everything they have on the ball at least once and they will be assured a nice talk with the boss, a comfortable raise and the opportunity to be forgotten until they write another piece of genius copy.

* * *

Bagdad, city of a thousand wonders, home of Harun-al-Rashid and the haunt of magi and jinnee, is to have a sale. The Iraq government has appointed a committee to classify the antiquities contained in the Iraq Department of Antiquities of the National Museum of Bagdad and advertise them for sale in European and American newspapers. So the Schoolmaster reads in the *New York Times*, where, in an item of less than two inches, it is announced that because of a lack of adequate facilities to house the vast collection in the Bagdad museum, the antiquities are to be sold. Details, relates the dispatch, will be published later concerning the history of each article.

Bagdad and The Arabian Nights—what a mine of glamorous memories! One cannot help wondering whether among the treasured antiquities soon to be offered for sale there will be the magic carpet,



Combination of raised glass and neon letters for striking effect.

Every Minute It Makes Sales Contact with the Consumer

BACK up your thousands or hundreds of thousands of advertising dollars with a modest investment in electric signs to direct consumers to your dealers. Every minute of the day and evening, strategically right over the entrance of your dealers' stores, Flexlume Electric Signs will shine out your trade name to light a path for the consumer straight to the place where your advertised products or services may be seen and purchased.

Invest moderately and prove the sales producing worth of Flexlume Electrics for your dealers. Add more of such displays as you see fit. We have plans for the resale, lease or other means of furnishing electrics to your distributors for a modest investment on your part. Write FLEXLUME CORPORATION, 2062 Military Road, Buffalo, N. Y.

Sales and Service
Offices in Chief Cities
of U. S. and Can.



Factories at
Buffalo, N. Y., and
Toronto, Can.

Striking effect
obtained with
neon border
in contrast
with Flexlume
raised glass
letters



FLEXLUME ELECTRIC DISPLAYS

NEON • TUBE . . . GLASS LETTER . . .
EXPOSED LAMP . . . COMBINATION DESIGNS

* (Note: Neon, from Greek word meaning new, the common name for a gas constituent of air discovered by the English scientist, Sir William Ramsay.)

AN OPPORTUNITY

Wanted—An ambitious, brainy, experienced and energetic Sales Promotion Manager—by a high-class, accepted medium of advertising which serves many of the largest national and local advertisers in America. Knowledge of poster layouts and creation highly desirable. Write in confidence, stating age, education, experience and salary desired. Interview will be arranged with president of company.

Address "J," Box 90,
Printers' Ink

Writing for Real Money

This book by Edward Mott Woolley gives his intimate experience as freelance advertising writer. Gives names and prices. Of special interest are his methods of securing business and way of handling assignments.

He tells of small jobs to fees of \$1000 and more, of things found useful in writing display advertising, booklets, house-organ copy, institutional articles. His favorite copy—the fictionized form—is treated at length, with numerous examples.

He frankly describes his problems in working with advertisers and agencies, and this frankness makes the book worth while. 144 pages. \$1.50 postpaid.

E. M. WOOLLEY ASSOCIATES
Passaic, N. J.

Mailing Lists

Will help you increase sales

Send for FREE catalog giving counts and prices on classified names of your best prospective customers—National, State and Local—Individuals, Professions, Business Concerns.

99% GUARANTEED
by refund of 5¢ each

ROSS-Gould Co. 244 N. 3rd St. St. Louis

which, though only six feet square, had the power of transporting itself and all who could crowd themselves upon it to any distant place at a wish; the ivory tube, through which one might look and see any absent person or object no matter where they might be hidden; the artificial apple, the smell of which restored to health the sick and dying; the enchanted arrow, that led the way to Pari-Banou's palace; the treasures of Ali Baba and the Forty Thieves; Aladdin's Lamp and Sindbad's Bottle. Supposing all these things to be among the antiquities of the Bagdad museum and to be still possessed, to him who knew their secret, of their magic properties, what should they be worth in today's market?

The world has outgrown its ancient wonders and the modern city of Bagdad will now sell its collection of antiquities with the help of a modern wonder-worker—Advertising. Like the magic carpet, it will take Bagdad to the world, or at least to a large number of interested people in Europe and the United States, and, like the ivory tube, it will point out among them particular persons who would like to possess themselves of the articles of the collection. Thus and therein do the modern wonders differ from the ancient, that their advantages are available to many and that benefits accrue to all concerned, to the Bagdad museum which wants to sell, to those who want to buy, and to the magic carpet, Advertising, which brings them all together.

* * *

The other day the Schoolmaster dropped in on a friend of his who is the advertising manager of a department store in a hustling medium-sized city. "Through in a minute," said the friend, indicating a chair and continuing to make hieroglyphics on a newspaper proof before him.

The Schoolmaster sat down, allowed his eyes to wander. Strangely enough they alighted upon a proof of an illustration of an alluringly clad pair of silken legs. A well-known name, a well-known slogan, a bit of copy and (dealer's name

Branch Executives

Men who have successfully managed sales forces and whose earnings are over \$6,000 are invited to reply to this advertisement.

Specialty sales experience and management is preferred but not required. Ability to organize, train and hold men is important; and applicants should have a record of profitable operation.

The business is thoroughly established and the men selected will have the benefit of the experience and cooperation of other successful executives. Salary and yearly bonus.

Please submit detailed information including age, education, past experience, present earnings, languages spoken, and your preference as to permanent location.

Address "E," Box 226, c/o Printers' Ink.

A CONNECTION

with the Chicago or Middle Western advertising representative of a newspaper or magazine is desired by a young man with a technical knowledge of advertising and a thoroughly successful selling record. An interview will be arranged at your convenience. Address

"C," Box 236, Printers' Ink

WANTED—To Buy Out-right or Manufacture on Contract — Mechanical Devices and Patents

Our factory has a capacity greater than present needs. We would like to reduce the overhead of this plant by adding one or more new products for manufacture, and will either buy outright for cash new patents or mechanical devices, preferably made of metal, or contract to manufacture these for others. Please state full details in first letter. Address "W," Box 231, Printers' Ink.

Net Paid Circulation now 23,357

Advertising Rates: Page, \$135; half page, \$67.50; quarter page \$33.75; one inch, minimum, \$10.50. Classified, 75 cents a line, minimum order \$3.75.

PRINTERS' INK

(Weekly)

185 Madison Avenue
New York City

here) appeared below. To the proof was attached a stereotype mat. "The manufacturers certainly put out some attractive dealer material for you fellows these days," he ventured.

"Yeah," said the advertising manager, "but did you ever see a halftone with a 120-line screen reproduced in a newspaper?"

The Schoolmaster mustered his technical knowledge of engraving and foresaw dainty appeal lost in an inky smudge, were an attempt made to transfer the charms of this particular dealer "help" to newsprint paper.

At that point our friend arose, his task completed. He scooped up the limbs and a sizable pile of circulars and proofs that lay beneath. He looked at a waste basket already congested with literature of one sort and another, tucked his burden under his arm and smiled grimly. "I'll be right back," he said, and left the room with the glint in his eye of a man looking for a bonfire, preferably a large size bonfire.

* * *

Without doubt, women, the great buyers of the world, depend upon advertising to a great extent in shaping their buying plans. But it is to be doubted if many of them see anything more to advertising than the simple announcements they look for in their favorite magazines and newspapers. It is to be doubted if they realize the myriad forces behind advertising—the forces which advertising not only sets in motion, but controls.

In an effort to picture these structural qualities and to present a proper perspective of advertising to American women, Stanley Resor, president of the J. Walter Thompson Company, has written an able article for the June issue of *Pictorial Review*. In this article, which is titled "The Dollar-a-Year Graduate School," Mr. Resor concerns himself with the part which advertising plays as an educational factor and as a guide to buying.

The Schoolmaster believes with those who maintain that advertising's story should be told to the American people. He does not

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copy writers wanted!

A large and rapidly growing agency has two exceptional openings for experienced copy writers.

1 A man who belongs to that comparatively small and select group who have produced strong selling copy in national campaigns. This man's experience is not limited to any single field. He has a complete advertising background and is a copy writer because that is the one thing that he does better than all others. He is probably at present employed at a satisfactory salary by a successful advertising agency; but he feels that he has exhausted the possibilities of promotion with his present company. We know of less than fifty men in advertising who are capable of filling this job. If there are others we want to hear from them.

2 A copy writer who has been born and brought up in the mail order business. He must be able to write advertisements that produce inquiries at the lowest possible cost and follow-up literature that turns inquiries into sales. This man must be a skilled writer who knows the tricks of the trade and can produce from start to finish with the minimum of supervision. If this man is seeking an unusual opportunity and can prove his qualifications with records of past performance, we want to hear from him.

In answering this advertisement give complete details as to your age, education, writing experience, agency background, and the salary you are now earning. Do not send samples with your first letter. All inquiries will be held in strict confidence.

(Members of our own organization know about this advertisement.)

Address "H"

Box 238

c/o Printers' Ink

\$10,000 to \$15,000 Per Year Salesmen

A client of ours is seeking the services of four salesmen who have earned from \$10,000 per year up. The men we want will have had experience in some, or all, of the following fields:

National Advertisers Advertising Department, Advertising Agency handling National accounts, Publication Advertising selling National Advertisers, Merchandising and Sales Executive experience.

They will be aggressive salesmen who can interview the biggest executives in the country and be able to sell them a sound distributing, merchandising plan. This will require forcefulness, appearance and executive ability, and they must be willing to do some traveling. To such men will be paid a liberal drawing account against generous commission. Answer in full confidence, by letter only.

A. S. I., c/o Littlehale Adv. Agency
175 Fifth Ave., N. Y. C.

Wanted—Direct Mail Salesman

To sell clever, new unique direct mail idea which has been producing very big results for users. Here is something different. This idea is now being used by some of America's leading manufacturers and retail stores. Can be sold to every type of business. Liberal commission arrangement. Straight commission only. Must be able to finance yourself. Exceptional territory open. Write complete details about yourself for appointment. Address "D," Box 237, Printers' Ink.

**RATHER A FEW JOBS VERY
WELL DONE, THAN MANY
JOBS NOT SO WELL DONE**



August Becker Corporation
Purveyors of Printing to
Advertising Agencies
300 Graham Ave. Brooklyn

agree with some regarding ways and means of going about this education. But he applauds this effort by Mr. Resor because it is far from being blatant and compares well in tone with the other educational articles in the magazine. The articles by Earnest Elmo Calkins in *Woman's Home Companion* also fall in this category.

The article by Mr. Resor has nothing in it for the Class. It is simply a delineation of advertising by one who knows his subject. The principles expounded should be known to each member of the Class so well that he could, if necessary, recite them backward. However, if any member likes to re-read fundamentals well told, the Schoolmaster recommends that he read the Resor article.

* * *

"Light's Golden Jubilee" is being celebrated from June to October this year. The entire electric industry is paying tribute to Thomas A. Edison, inventor of the electric lamp. There is not one industry which has not been affected by this invention. Advertising owes much to the electric light.

The Schoolmaster humbly salutes Mr. Edison and acknowledges the part that great man has played in the growth of our industry.

Start Spoor and Ahbe Film Corporation

The Spoor and Ahbe Film Corporation has been organized at Chicago to produce and distribute industrial, educational and advertising motion pictures. Members of the new firm are: Marvin W. Spoor, William F. Ahbe, George F. Bainbridge and Oscar W. Ahbe.

Consolidate as Payne-Hall, Inc.

The Fred L. Hall Company, Inc. and George H. Payne, Inc., Pacific Coast publishers' representatives, have been merged. The new firm will be conducted under the name of Payne-Hall, Inc.

Hudson Motor Appoints E. J. Irvine

E. J. Irvine has been appointed manager of the fleet sales department of the Hudson Motor Car Company, Detroit, Hudson and Essex cars.

Theater Program Publishers Meet

THE Theater Advertising Association, a departmental of the International Advertising Association, held its annual meeting at Chicago last week. Two results of the meeting are a plan for merchandising theater program advertising on a national basis and a new name—the National Association of Playgoer Publishers.

The new plan purposes to effect a standardization of size and rates. There have been twenty-five publishers and twenty-one different page sizes. It was also brought out in the meeting that rates have been likewise inconsistent, so far as the national advertiser is concerned.

Under the new proposal, all members of the association will publish a magazine with a type page size of $5\frac{1}{2}$ by 8 inches. A uniform rate card was adopted for all cities. Each program will be published under a standard name agreed upon at the meeting, "The Playgoer."

Twelve of the twenty-one member publishers have agreed to make the changes at once. Others will go forward with the new size and rate as soon as the expiration of existing contracts make it possible.

Emery E. Brugh, Chicago, was re-elected president and treasurer of the association. Clifton Aires, Washington, D. C., was elected vice-president, and Maurice M. Hymes, Minneapolis, will serve as secretary. Directors are S. Bert Fest, Philadelphia; John F. Huber, Los Angeles; Richard Cohn, Detroit; Craig B. Jacobs, Pittsburgh, and C. J. Chesbro, St. Louis. S. M. Goldberg, New York, will be Eastern representative.

The Fairmont, Minn., *Sentinel* is now represented in the national advertising field by the Theis & Simpson Company, Inc., publishers' representatives.

AVAILABLE

—A Marketing Executive

Creative department manager seeks better-paid position with a substantial agency; 10 years in big league advertising; broad background of business experience; modern in marketing and research methods; a leader and co-operator.

Salary \$10,000, with bonus on results.

Address "X," Box 222,
Printers' Ink

We Want to Buy Products That Lend Themselves to Direct Selling

Somewhere there is a man, (or a company) controlling the manufacture and sale of one or more meritorious products that lend themselves to direct selling, who is on the fence as to whether he will continue his business or sell out. Probably he has a sales organization partially or wholly built up—so much the better if he has. We will buy the products, organization and all.

We want to expand our already large manufacturing and selling organization and will therefore, consider any and all offers of sale be they large or small.

No consideration will be given letters unless full details are stated.

Address "Y," Box 232, Printers' Ink.

assistant to advertising executive - - -

Young man, 25, college educated, fully grounded in copywriting, layout and production; experienced in editorial work; seeks an opportunity for growth. Address

"B," Box 235,
Printers' Ink

"GIBBONS knows CANADA"

J. J. GIBBONS Limited, Advertising Agents

Toronto Montreal Winnipeg Vancouver Hamilton London, Eng.

New York Office 2152 Grand St. Bldg. Thomas L. Briggs, Manager for United States

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Experienced Advertising and Merchandising Man, also trained in licensing, will personally execute commissions in Europe. Leaving in July. Highest references. Box 827, Printers' Ink.

Direct Mail Advertising created, planned and written. Booklets—broadside—folders. Inquiry involves no obligation. 'Phone Ashland 4251, New Process Advertising, Inc., New York Life Bldg., N. Y. C.

FOR SALE—An attractive article with good M. O. possibilities. Sells to Druggists at \$2.00 doz., retail 25c. Owner unable to handle. \$500.00 cash. Stock about this value. Box 835, P. I.

AN AGE OF AN IDEA

For advertising promoters. Easily worth \$5,000 in any fair sized city. For details, write "PUBLISHER"—P. O. Box 176, Reading, Penna.

Pacific Coast Representative

Class publication has excellent opportunity for part time representative. Box 838, Printers' Ink.

PUBLISHER WANTED—Association publishing magazine with national circulation wants publisher to pay costs of printing and distribution in exchange for all proceeds from advertising and circulation. Box 824, Printers' Ink.

ADVERTISING CREDIT WANTED for original, space-saving devices pronounced WONDERFUL. Now on market. Big national field. Unique sales plan. Investigate! convince yourself this merits interest highest type agency. Box 285, Station F. New York.

ADVERTISING SALESMAN OFFERS

A background of 15 years of successful experience; a well rounded out career in advertising and merchandising; a wide acquaintance among advertisers in Ohio and Western Pennsylvania; entree into all advertising agencies. References exchanged with Reputable Publishers. Box 826, Printers' Ink.

PUBLICATION PRINTER WANTED

Printing plant able to give at moderate price the kind of service that helps a magazine grow can obtain financial interest in and contract for printing rapidly growing small monthly of excellent reputation. Investment of \$10,000 will be secured and bear interest, plus opportunity to share in profits of enterprise. Magazine edited in New York City. Box 842, Printers' Ink.

HELP WANTED

SALESMAN WANTED to sell color and black lithography to trade and direct. Liberal arrangements. Will also accept young man to break in. Box 829, Printers' Ink.

Wanted—experienced and exceptionally capable young man to prepare articles on machinery subjects for technical press. Give full information regarding experience, salary expected, etc. Box 836, P. I.

WANTED

Young man to handle production and stenographic duties in recognized advertising agency 250 miles from New York. Box 833, Printers' Ink.

CONTACT MAN AND ADVERTISING SALESMAN WANTED for growing agency with National accounts. Must be thoroughly experienced and be able to develop new accounts; also follow up leads. Box 851, Printers' Ink.

ARTIST

Who can successfully illustrate men's and boys' knit underwear for trade advertising, wanted on free lance basis. Phone Lex. 3910 for appointment.

CORRESPONDENT

Expert stenographer and typist. College education with commercial and some advertising experience to take care of sales promotion letters and help create sales literature. State experience, age and salary desired. Box 837, Printers' Ink.

Correspondent—Large Eastern Corporation requires the services of a first-class, all-around correspondent. Analytical insight into sales and collection problems essential. Must be able to interpret and adapt himself to company policies, but initiative and intelligent aggressiveness in handling company business will receive liberal consideration and be adequately rewarded. Write fully to Box 828, P. I.

Can You Sell A Syndicated Service?

Remarkable newspaper advertising service for retail clothiers, offering distinguished copy, high-grade illustrations and skillful layouts. Only men of definite experience and proven effectiveness. Reply fully in confidence. Box 823, P. I.

Opportunity for Go-Getter

Publishers of two monthly class magazines, both of which are leaders in their respective fields in the Southwest, having highly concentrated circulations, have an opening for a young man who has proved himself a business producer. The salary will be moderate at the beginning . . . but there is no limit to his opportunities which will be gauged by his production ability. If you think you might fit in, tell us about yourself. State age, experience, education and all other interesting details. Box 846, P. I.

WANTED—a first class mechanical photo retoucher in the art department of an engraving plant in Central New York state. Give references and salary. A good opportunity for right man. Box 834, P. I.

FIELD INVESTIGATORS

We need high grade men and women to add to our nation-wide force of resident field investigators. We want workers in rural sections as well as in centers of population. We require people with experience in interviewing and writing, with a good approach, and with a knowledge of psychology, research methods, and marketing practice. Work is done on a part-time basis, and payment will be by the day or hour. This work offers the best of training, with chances of promotion to our regular marketing staff. We should like a letter outlining your experience, your present activities, and your qualifications for this kind of work. **PERCIVAL WHITE, 25 WEST 45th STREET, NEW YORK CITY.**

MISCELLANEOUS

LITTLE WONDER \$2.00

CHECK PROTECTOR. Don't run the risk of having your checks raised when for \$2.00 you can get a Check Protector, small enough to carry in your vest-pocket. Sent postpaid on receipt of price.

H. KERRIGAN 1267 So. St. Bernard St. Philadelphia, Pa.

POSITIONS WANTED

ARTIST seeks position or free-lance requiring intelligent thinking. Five years' experience general art work, modern type figures and layouts desirable. Box 843, Printers' Ink.

Copywriting or editorial training wanted by sophisticated young woman, formerly English teacher, office worker; specialized knowledge in many fields; writing ability, judgment. Box 841, P. I.

ARTIST—creative, all-around man, figures, illustrations cartoons, layouts, lettering. Desires steady position in New York or out of town. Age 25, married. Box 822, Printers' Ink.

Secretary, 10 years' experience of invaluable help to editor or literary worker; stenography, proofreading, indexing, research; good knowledge of French, and several other languages. \$40. Box 845, P. I.

To Executives—Talented writer, sales ability, plus personality; 5 years publicity—promotion—business background, also good secretary; ambitious learn advertising; high type young woman. Box 831, Printers' Ink.

Young Man—25, desires advertising experience. At present writing free-lance copy and ideas. Also experienced as business office manager in New York. Exceptional business and personal references available. Box 850, P. I.

ADVERTISING ASSISTANT

Young woman with ten years' experience wishes position. Experienced proof reader; copy editor, and general production. Thoroughly familiar with advertising agency routine. Box 849, Printers' Ink, Chicago office.

COPY WRITER AND ASSISTANT MANAGER—eight years' experience direct mail, trade papers, etc.—seeks advertising department connection. Box 839, Printers' Ink.

LAYOUT ARTIST—Experienced creative and layout man, all types of advertising literature; complete knowledge of production. Artistic typography. Lettering, art work. Box 832, P. I.

Copy—Production—6 years' experience. Keen, virile writer selling copy, enthusiasm of youth. Maturely responsible merchandising ability. Know type, paper, engraving. College man, married. Box 844, P. I.

Young Man—with publishing house and newspaper experience desires position with advertising agency, magazine or newspaper group, offering future in sales. College graduate in Industrial management. Willing to travel. Box 830, P. I.

Assistant Sales Manager—in National Food Products desires an opening in Northwestern territory. Have had fifteen years of successful sales and advertising, both retail and wholesale. 35 years of age. Box 848, Printers' Ink.

PICTORIAL INTAGLIO STATIONERY

Artist, salesman and executive. Now engaged in this line. Christian. Lithograph or engraving house acceptable. Box 820, Printers' Ink.

ADVERTISING SALESMAN

Seeks connection with newspaper representative or newspaper. Knows national field, also Eastern agencies. Eight years' experience. Now with magazine. Age 26, married. Box 840, Printers' Ink.

COPY WRITER—now associated with prominent agency. Present set-up does not permit advancement. Seeking position with agency or industrial concern. Intelligent; versatile; 25 years of age; married. Particulars on request or at interview. Box 825, Printers' Ink.

PUBLIC UTILITY

SALES PROMOTION EXECUTIVE

Experienced in promoting sales of gas and electric appliances in small and large communities. Four years' experience with newspaper and direct mail technique. Can hold group meetings, deliver sales talks, organize crews and supervise salesmen. Also able to sell in store or at house door. Two years editor of sales bulletins and house organs, with public relations publicity director. Willing to move anywhere—opportunity first consideration. Box 821, Printers' Ink.

PLAN, CONTACT AND STAR COPY MAN WANTS JOB

Advertising, sales-promotion and mail-order man—until recently employed as star copy man with a 4A advertising agency—desires a connection of responsibility with advertising agency or manufacturer. Have a ten-year record of achievement for producing business on a profitable basis. Can develop practical plans, create effective campaigns; originate striking illustrations and write refreshingly persuasive copy. American; Christian; age 36; salary "open." Box 847, Printers' Ink.

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Back Up the Printed Page with RADIO

The PRINTED word in Prairie Farmer—the SPOKEN word over WLS (Prairie Farmer's own radio station)—puts your message over to more than a quarter million Prairie Farmer readers and additional countless thousands of radio listeners. Double coverage that counts—that sells goods for Prairie Farmer advertisers. These advertisers attest the value of double coverage.

Coleman Lamp Co.
Hart Parr Tractor Co.
Sears Roebuck & Co.
D. T. Farrow Chickeries
Armstrong Cork Co.
Swift and Co.
Keystone Steel & Wire Co.
Red Top Steel Post Co.

Skelly Oil Co.
Corn Belt Hatcheries
Farm Service Hdwe. Stores
Nitragin Co.
N. V. Potash Co.
Albert Dickinson Seed Co.
Hayes Hatcheries
Tobacco By-Products Co.

→ PRAIRIE FARMER - Chicago

1230 W. Washington Blvd., Chicago, Ill.

BURRIDGE D. BUTLER, Publisher

Chas. P. Dickson, Adv. Mgr.

J. E. Edwards, Associate

Member of: Standard Farm Paper Unit for Illinois and Indiana.

See advertisement page 2.

DURING the first five months of 1929, the Chicago Tribune printed 46% of all financial lineage that appeared in Chicago newspapers, or three times as much as the next Chicago paper carried.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation, May, 1929: 862,673 Daily; 1,174,577 Sunday